

California Travel Impacts by County, 1992-2002

2003 Preliminary State Estimates

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A Joint Marketing Venture of the California Travel and Tourism Commission
and the Business, Transportation and Housing Agency, Division of Tourism

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PREFACE

The purpose of this study is to document the economic significance of the travel industry in California from 1992 through 2002 and to provide preliminary estimates for 2003. These findings show the level of travel spending by those traveling to and through the state, and the impact this spending has on the economy in terms of the earnings, employment and tax revenue.

This study was prepared for California Tourism. Special thanks are due to Tiffany Urness, Research Manager for her support and assistance.

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I. INTRODUCTION

This report describes the economic impacts of travel to and through the state of California from 1991 to 2003. The estimates for 2003 are preliminary and subject to revision. These estimates of the direct impacts associated with traveler spending in California were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The input data used to detail the economic impacts of the California travel industry were derived from various local, state, and federal sources. A primary objective of this research is to provide reliable, detailed figures that allow comparisons from year-to-year at the state and county levels. A description of the RTIM methodology is included in Appendix A.

REVISIONS TO IMPACT ESTIMATES

There are two revisions to this year's report. Both are a consequence of the recent availability of the 1997 North American Industry Classification System (NAICS) into the RTIM methodology. NAICS is now used by the Bureau of Labor Statistics (BLS) to report payroll statistics and by the Bureau of Economic Analysis (BEA) to report earnings and total employment.¹ Prior to 2001, the 1997 Standard Industrial Classification (SIC) was the reporting scheme used by federal and state agencies.

The new NAICS categories generally provide more appropriate and detailed classifications of employment and earnings for travel businesses. As a result, all estimates of employment and earnings have been revised (see below). In general, total earnings are approximately the same as previously reported, while total employment is somewhat lower. This means that the *average annual earnings* for travel-generated jobs are higher than previously estimated.

More reliable county level estimates of earnings and employment have also resulted in revisions to spending levels in some counties (primarily rural) where it is suspected that some travel spending related to a primary destination "leaks" to more urbanized areas. This may occur, for example, where food items purchased for a camping vacation are purchased in a county different from the location of the campsite.

Estimates of Employment and Earnings

The conversion to NAICS generally does not affect estimates of travel spending. Our estimates of the tax receipts generated by travel spending are only minimally affected. However, the conversion to this system has altered our estimates of the employment and earnings generated by travel spending. The fact that specific industry groups under the NAICS scheme are not always

¹ The NAICS industries that comprise travel impact industries are defined in the appendix.

comparable to those under SIC is one reason for the revised estimates. A second, more important, reason is that the new classification scheme permits more reliable estimates from the BEA's employment and earnings data.

Because of these changes, all of our estimates of employment and earnings have been adjusted. Prior years have been revised to reflect these more current estimates. In general, employment is now somewhat lower, while earnings (and average annual earnings) are now somewhat higher. This is particularly true of the Accommodation and Food Services industry. Some other estimates, specific to particular industries and locales have also been adjusted.

Reporting Format

The format of the detailed impact tables has been changed this year to reflect the conversion to the NAICS system, and to provide more meaningful industry estimates of earnings and employment.

The first three sections, *Visitor Spending by Type of Traveler Accommodation*, *Visitor Spending by Commodity Purchased* and, *Total Direct Travel Spending* provide the same information on visitor spending as in previous reports. Only the headings and organization have changed.

- *Visitor Spending by Type of Traveler Accommodation* refers to the total direct spending of each category of visitor at that destination (county or state). For example, the spending of visitors that stayed at hotels, motels, or B&B's includes their spending on accommodations, food & beverage service, recreation and all other visitor related commodities.
- *Visitor Spending by Commodity Purchased* refers to the total spending on each commodity for all types of visitors. For example, the total spending on Food & Beverage Services includes spending by visitors staying in hotels, private campgrounds, private homes and the other types of accommodation. The total spending on commodities is identical to the total spending by type of accommodation.
- *Total Direct Travel Spending* includes the total visitor spending at destination, described above, plus spending on air transportation. Total direct travel spending does not include secondary (indirect and induced) effects.

The next two sections, *Direct Travel-Generated Earnings by Industry* and *Direct Travel-Generated Employment by Industry*, provide estimates of travel-generated earnings and employment that are based on an industry, rather than a commodity, classification. A business that is classified in a particular industry may include more than one commodity. For example, a resort that is classified in the accommodation industry may provide accommodations, food and beverages, and recreation.

- *Direct Travel-Generated Earnings by Industry* includes the payroll, other earned benefits, and proprietor income of all employees in that industry classification.
- *Direct Travel-Generated Employment by Industry* includes all full- and part-time employees. This includes payroll employees covered by unemployment insurance and those that are not, as well as proprietors.

The final section, *Tax Revenues Generated by Travel Spending*, is identical to last year's report. Local taxes include all room taxes and local sales taxes. State taxes include the state sales tax, the state motor fuel tax, and incomes taxes on individuals and corporations.

TYPES OF TRAVEL IMPACTS INCLUDED

Most of the travel that occurs in California is included in the scope of this analysis. All trips to California state by U.S. residents and foreign visitors are included. The travel of California residents to other destinations within California is included, provided that it is neither commuting nor other routine travel. Travel to non-California destinations by California residents is not included as a component of destination spending. Outbound air travel impacts are included in the air transportation category.

The impacts associated with both overnight and day travel are included if the travelers remain at the destination overnight or the destination is over 50 miles, one-way, from the traveler's home. These definitions are used to screen and, if necessary, to interpret and adjust local data used for travel impact measurements. The most conservative interpretation is employed where data limitations cause deviations from the above definition.

The terms "traveler" and "visitor" are used interchangeably in this report. Both represent a person who is traveling in the state of California, away from his or her home, on a trip as defined above. The purpose of such travel can be for business, pleasure, shopping, to attend meetings, or for personal, medical, or educational purposes.

AIR TRANSPORTATION AND TRAVEL ARRANGEMENT SERVICES

This analysis focuses on travel and tourism as a component of local and statewide economies, and therefore focuses on destination-specific impacts. However, some impacts associated with non-destination specific spending and employment are included. These non-destination-specific industries are air transportation and travel arrangement (travel agents and tour operators). These industries are classified as non-destination-specific because they provide services for travel to, through, and from specific destinations. It is important to note, however, that the impacts of these industries (e.g., employment) occur within specific geographic areas, primarily those with commercial airport facilities.

About one-half of California's 58 counties had scheduled passenger air transportation in 2003. The associated spending and employment impacts are allocated in this report to the county in which the employment is based. Over 75 percent of all air passenger employment was associated with the two largest airports. Over 95 percent of all employment was associated with the ten largest airports. However, it is important to recognize that the benefits from air travel at the largest airports extend to visitor destinations throughout the state. This might include, for example, an overnight visitor in Placer County that traveled by air to Sacramento.

Because air transportation facilities provide travel services that benefit businesses throughout the state, it is appropriate to include air transportation as a component of the travel industry. But because of the regional character of air travel, it is sometimes useful to exclude this sector when analyzing local economic impacts.

DIRECT AND SECONDARY IMPACTS

Economic impact measurements reported herein represent only direct economic impacts. Direct economic impacts include only the spending by travelers and the employment generated by that spending. Secondary effects related to the additional spending of businesses and employees are not included.

PRELIMINARY ESTIMATES

Preliminary estimates for 2003 were prepared at the state level only. These estimates take advantage of the most current state level data for California and provide the timeliest measure of travel spending and the associated impacts in the state. While based on a consistent methodology and comparable data sources, full-year data was not available from all sources. In these cases, projections of state-level travel activity were made based on partial-year data.

Estimates produced using the state estimation method can differ from final county level impacts. The estimates produced by each method should be generally close, but not identical. Differences exist due to the availability of detailed county level data. Dean Runyan Associates will revise these estimates in the future as additional information relating to travel and its economic impact in 2003 becomes available.

IMPACT CATEGORIES

| Impact Category | Description |
|--------------------|---|
| Expenditures | Purchases by travelers during their trip, including lodging taxes and other applicable local and state taxes, paid by the traveler at the point of sale. |
| Total Earnings | The earnings (wage and salary disbursements, earned benefits, and proprietor income) of employees and owners of businesses that receive travel expenditures. Only the earnings attributable to travel expenditures are included; this typically is only a portion of all business receipts. |
| Employment | Employment associated with the above earnings; this includes both full- and part-time positions of wage and salary workers and proprietors. |
| Local Tax Receipts | Transient occupancy taxes and local sales taxes. Property taxes are not included. |
| State Tax Receipts | State exise taxes including sales and motor fuel taxes, and income taxes attributable to travel-generated personal earnings and business receipts. |

VISITOR CATEGORIES

| Type of Visitor | Description |
|-----------------------|---|
| Hotel/Motel/B&B Guest | Travelers staying in hotels, motels, resorts, bed & breakfast establishments, and other commercial accommodations, excluding campgrounds, where a transient lodging tax is collected. |
| Private Camper | Travelers staying in a privately owned (i.e., commercial) campground. |
| Public Camper | Travelers staying in a publicly managed campground such as those managed by the California Department of Parks and Recreation, the U.S. Forest Service, or the National Park Service. |
| Private Home Visitor | Travelers staying as guests with friends or relatives. |
| Vacation Home Visitor | Travelers using their own vacation home or timeshare and those borrowing or renting a vacation home where transient lodging tax is not collected. |
| Day Visitor | Both in-state and out-of-state residents whose trip does not include an overnight stay at a destination in California. |

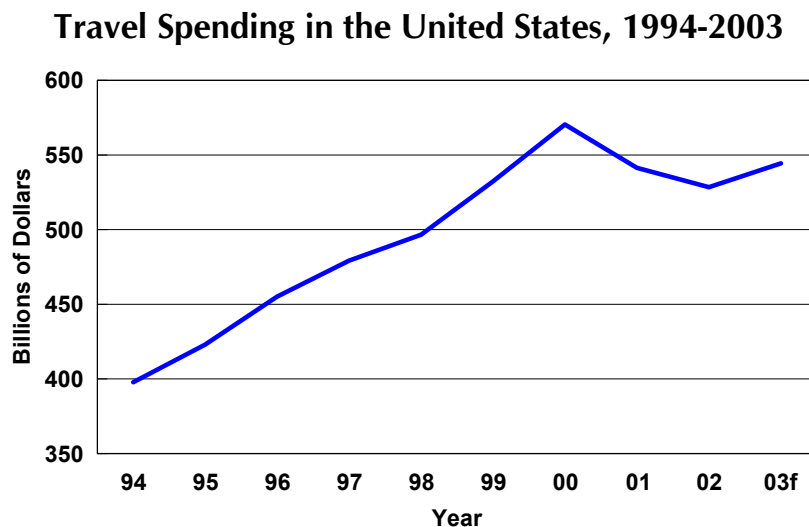
INTERPRETATION OF IMPACT ESTIMATES

Users of this report should be aware of several issues regarding the interpretation of the impact estimates contained herein:

- When comparing the impact estimates associated with different locations or different time periods, it is more appropriate to focus on *spending at destination* (which excludes air transportation and travel arrangement services) rather than total travel spending.
- The estimates in this report are expressed in *current* dollars with the exception of the graph on page 10. There is no adjustment for inflation for all other spending estimates in this report.
- The employment estimates in this report are estimates of the total number of full and part-time number of jobs directly generated by travel spending, rather than the number of individuals employed. Both payroll and self-employment is included in these estimates. Caution should therefore be used in comparing these estimates with other employment data series.
- In general, estimates of small geographic areas (e.g., rural counties) are less reliable than estimates for regions or metropolitan counties. Trend analysis and comparisons of counties with relatively low levels of travel related economic activity should therefore be interpreted cautiously.
- The estimates contained in this report are based on the most current data available and supersede all previous estimates of travel impacts.
- The estimates of travel impacts published in this report will necessarily differ somewhat from estimates generated from different models, methodologies and data sources. Nonetheless, it should be emphasized that all credible estimates of direct travel impacts at the state level, including those of Dean Runyan Associates, are of similar magnitude.

II. NATIONAL TRAVEL TRENDS

Travel spending in the United States increased during 2003 for the first time since 2000. The Travel Industry Association (TIA) forecasts spending at almost \$545 billion, an increase of 3.0 percent over 2002. However, the level of travel spending in 2003 is still below its 2000 peak, primarily because international visitation and business travel remain weak.



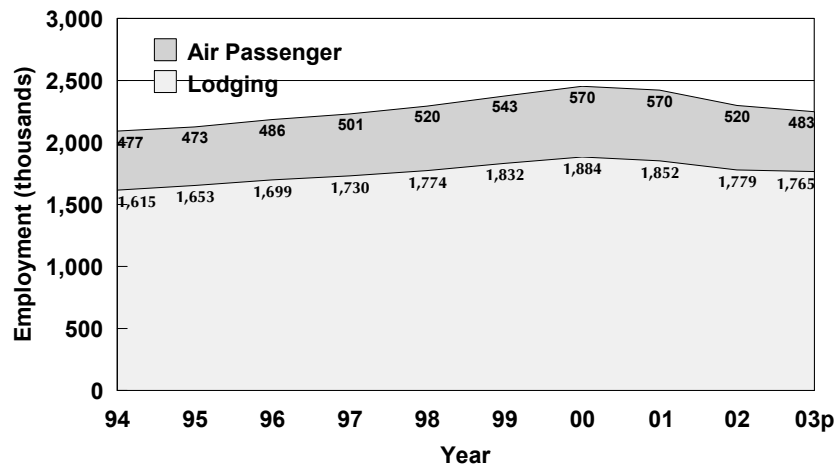
Source: Travel Industry Associate of America. 2003f is a forecast.
Note: Travel spending in the United States includes international visitors but does not include international airfares.

Travel-generated job creation has also lagged. This is due both to the weakness in overall travel spending during the past three years and the particular circumstances of the airline and lodging industries.

The decline in employment in the lodging industry has occurred in conjunction with an increase in the supply of rooms and falling occupancy rates and room rates. There is some evidence that the outlook for the lodging industry is beginning to stabilize, although average room revenues are still generally below 2000 levels.

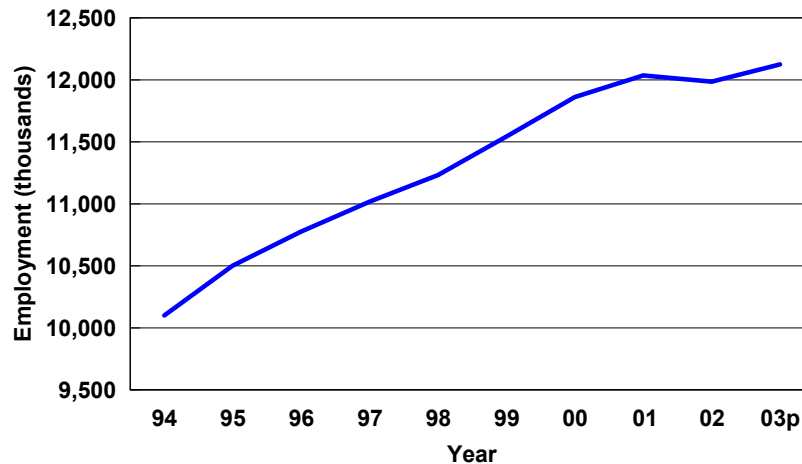
Employment in the airline industry also contracted for the second straight year. Employment in 2003 was approximately at the same level as in 1995. The major established airlines will continue to be financially squeezed in the near term by competition and high cost structures.

Average Annual Employment, 1994-2003 U.S. Lodging and Air Transportation Industries



Source: U.S. Bureau of Labor Current Employment Survey. The lodging industry is NAICS 721 (Accommodations). The Air Transportation industry is NAICS 4811 (Scheduled air transportation).

Average Annual Employment, 1994-2003 U.S. Leisure and Hospitality Sector (Arts, Entertainment, Recreation; Accommodations, Food Services)



Source: U.S. Bureau of Labor Current Employment Survey. Leisure and Hospitality sector includes NAICS 71 (Arts, Entertainment and Recreation); NAICS 721 (Accommodations); and NAICS 722 (Food Services). Includes travel and resident-generated employment.

III. STATE TRAVEL IMPACTS

The multi-billion dollar travel industry in California is a vital part of the state and local economies. The industry is represented primarily by retail and service firms, including lodging establishments, restaurants, retail stores, gasoline service stations, and other types of businesses that sell their products and services to travelers. The money that visitors spend on various goods and services while in California produces business receipts at these firms, which in turn employ California residents and pay their wages and salaries. State and local government units benefit from travel as well. The state government collects taxes on the gross receipts of businesses operating in the state, as well as sales and use taxes levied on the sale of goods and services to travelers. Local governments also collect sales and use taxes generated from traveler purchases.

The chart below summarizes the impacts generated by travel spending in California. On average, every \$87,440 of travel spending in 2003 supported one job in California. Each \$100 of travel spending generated \$2.30 in local tax revenues and \$4.03 in state tax revenues.

Impacts Generated by Travel Spending in California

| | Amount of Travel Spending to Create 1 job | Tax Revenue Generated by \$100 Travel Spending | |
|-------|---|---|--------|
| | | Local | State |
| 1992 | \$64,200 | \$2.03 | \$3.98 |
| 1993 | \$65,690 | \$2.03 | \$3.95 |
| 1994 | \$65,570 | \$2.05 | \$3.92 |
| 1995 | \$67,650 | \$2.09 | \$3.96 |
| 1996 | \$70,520 | \$2.15 | \$3.96 |
| 1997 | \$72,730 | \$2.23 | \$3.98 |
| 1998 | \$74,900 | \$2.31 | \$4.04 |
| 1999 | \$76,850 | \$2.33 | \$4.01 |
| 2000 | \$81,670 | \$2.36 | \$3.96 |
| 2001 | \$85,260 | \$2.30 | \$3.93 |
| 2002 | \$85,780 | \$2.28 | \$4.01 |
| 2003p | \$87,440 | \$2.30 | \$4.03 |

Note: Local taxes include local sales and transient lodging taxes receipts. State taxes include state sales, motor fuel tax receipts, and income tax receipts. Property taxes are not included.

TRAVEL SPENDING

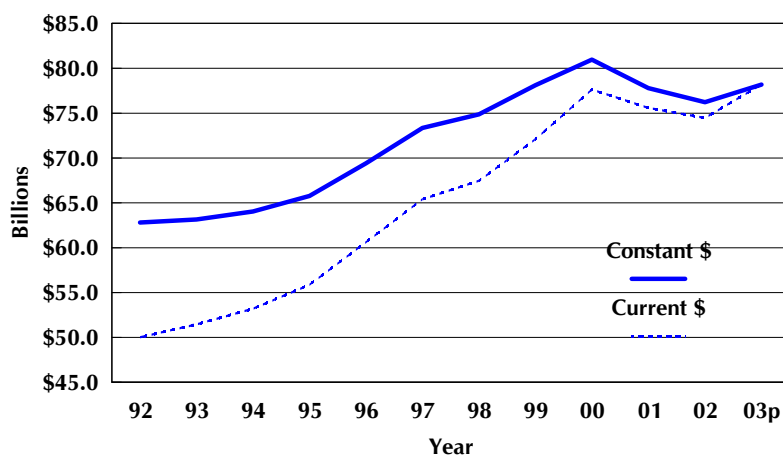
Travel spending in California rebounded in 2003, after two years of declines. However, earnings and employment are still below the levels attained in 2000. Similarly, travel spending adjusted for inflation is still lower than it was in 2000. Travel spending has increased by 2.0 percent per year in constant, inflation-adjusted dollars since 1992.

California Direct Travel Impacts, 1992-2003p

| | Spending (\$Billion) | Earnings (\$Billion) | Jobs (thousand) | Tax Receipts (\$Billion) | | | |
|--------------------------|-------------------------|-------------------------|--------------------|--------------------------|-------|---------|-------|
| | | | | Local | State | Federal | Total |
| 1992 | 50.0 | 16.4 | 779 | 1.0 | 2.0 | 2.8 | 5.8 |
| 1993 | 51.5 | 16.7 | 783 | 1.0 | 2.0 | 2.8 | 5.9 |
| 1994 | 53.2 | 17.3 | 811 | 1.1 | 2.1 | 2.9 | 6.1 |
| 1995 | 55.9 | 18.0 | 826 | 1.2 | 2.2 | 3.1 | 6.5 |
| 1996 | 60.6 | 19.3 | 860 | 1.3 | 2.4 | 3.3 | 7.0 |
| 1997 | 65.4 | 20.8 | 899 | 1.5 | 2.6 | 3.5 | 7.5 |
| 1998 | 67.4 | 22.1 | 900 | 1.6 | 2.7 | 3.5 | 7.8 |
| 1999 | 72.1 | 23.6 | 938 | 1.7 | 2.9 | 3.7 | 8.3 |
| 2000 | 77.6 | 25.1 | 950 | 1.8 | 3.1 | 4.0 | 8.9 |
| 2001 | 75.6 | 24.6 | 886 | 1.7 | 3.0 | 4.1 | 8.9 |
| 2002 | 74.5 | 24.6 | 868 | 1.7 | 3.0 | 4.1 | 8.8 |
| 2003p | 78.2 | 25.9 | 894 | 1.8 | 3.2 | 4.2 | 9.2 |
| Annual Percentage Change | | | | | | | |
| 1992-03p | 4.1 | 4.2 | 1.3 | 5.3 | 4.3 | 3.8 | 4.3 |
| 2002-03p | 5.0 | 4.9 | 3.0 | 6.0 | 5.7 | 2.1 | 4.1 |

Estimates for 2003 are preliminary. *Annual Change for 1991-2003p is the average annual percentage change. Details may not add to totals due to rounding.

Direct Travel Spending in California Adjusted for Inflation



Note: Travel spending was deflated by a composite of price indices for the West Urban CPI and room rates reported by Smith Travel.

EMPLOYMENT AND EARNINGS

Detailed earnings and employment estimates are shown in the table below. The industry categories correspond to the NAICS scheme (see Appendix C). The industry estimates provided here generally correspond to the employment and earnings series reported by the U.S. Bureau of Economic Analysis' Regional Economic Information System (REIS), with some exceptions. Government employment is included in the industry categories listed here, whereas it is reported separately under REIS. This is particularly important for the arts, entertainment and recreation category. In addition, the accommodation and food services industry, as defined here, includes real estate management services associated with commercial lodging and vacation home rentals. Finally, because the estimates of travel-generated earnings and employment are derived from the *spending* reported by visitors on *commodities*, there will necessarily be some divergence from earnings and employment as reported by *industry*.

Direct Travel-Generated Earnings and Employment California, 2003p

| Industry | Earnings (Millions) | Employment (Thousands) | Ave. Annual Earnings |
|--|------------------------|---------------------------|-------------------------|
| Accommodations & Food Service | \$12,226 | 492.3 | \$24,840 |
| Accommodations | \$5,844 | 200.6 | \$29,140 |
| Food Service | \$5,160 | 242.5 | \$21,280 |
| Other Accom & Food Serv* | \$1,223 | 49.2 | \$24,840 |
| Arts, Entertainment & Recreation** | \$6,340 | 220.8 | \$28,710 |
| Performing Arts, Spectator Sports | \$2,696 | 90.4 | \$29,840 |
| Museums, Hist. Sites, Zoos, Nature Parks | \$138 | 3.9 | \$35,070 |
| Amusement, Gambling, Golf, Ski | \$1,604 | 60.3 | \$26,610 |
| Other Entertain & Rec | \$1,902 | 66.2 | \$28,710 |
| Retail | \$2,434 | 84.6 | \$28,780 |
| Food & Beverage Stores | \$352 | 12.4 | \$28,340 |
| Gasoline Stations | \$484 | 13.3 | \$36,520 |
| Other Retail*** | \$1,598 | 58.9 | \$27,130 |
| Air Transportation | \$2,819 | 44.4 | \$63,520 |
| Travel Arrange. & Reserv. Services | \$1,601 | 36.4 | \$44,030 |
| Local Transportation | \$435 | 15.8 | \$27,550 |
| Auto Rental | \$324 | 11.4 | \$28,330 |
| Other Local Transportation | \$111 | 4.3 | \$25,490 |
| All Direct Travel-Generated | \$25,855 | 894.2 | \$28,920 |

Note: *Other Accommodations & Food Services includes real estate management services and government.

**Entertainment and cultural/outdoor recreation are included in this category. Other Entertainment & Recreation subcategory includes government enterprises.

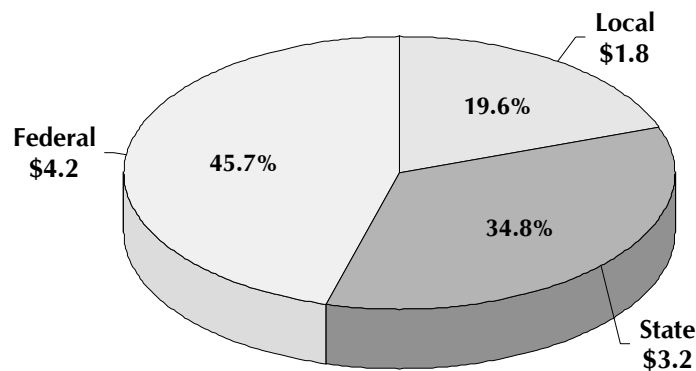
***Other Retail includes general merchandise stores; clothing stores; sporting goods stores; hobby, book and music stores; and miscellaneous retail stores.

TAX REVENUES

Travel spending generates local, state, and federal tax revenues. For each \$100 spent by visitors in California, \$11.70 is generated in local, state and federal taxes. The types of local and state taxes are shown below. Federal taxes include payroll and income taxes on individuals, motor fuel excise taxes and airline ticket taxes.

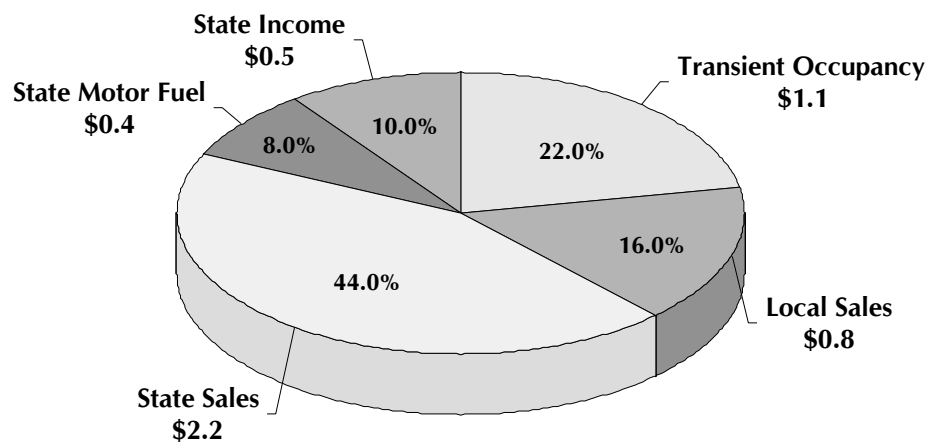
Local, State & Federal Taxes Generated by Travel Spending in California, 2003p

(\$Billions)



Local & State Taxes Generated by Travel Spending in California, 2003p

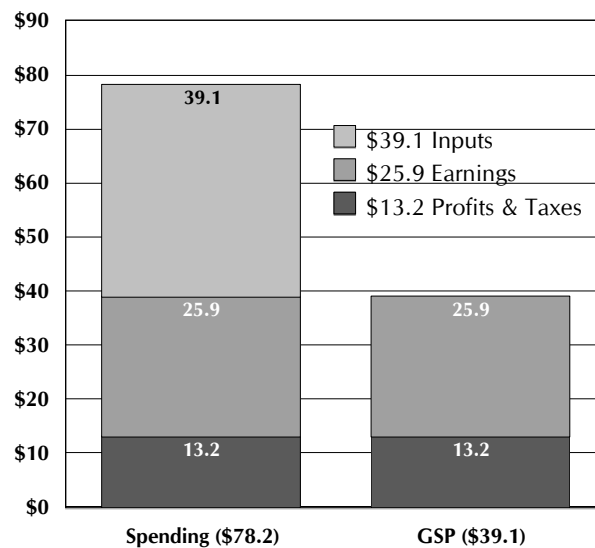
(\$Billions)



GROSS STATE PRODUCT

Gross State Product (sometimes referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. Gross State Product excludes the intermediate inputs purchased by businesses from other firms in the production process. It includes payments to individuals in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations.² The relationship between travel spending and the Gross State Product of the travel industry is show below.³

**Travel Spending and Gross State Product
of California Travel Industry, 2003p**
(\$ Billions)



Source: Dean Runyan Associates and Minnesota Implan Group.

The above estimates represent only the direct impacts of travel spending. A portion of the inputs purchased by travel businesses in California will be delivered by other California firms that are not strictly part of the travel industry. Restaurants, for example, will purchase agricultural products from other California businesses. These inputs are sometimes referred to as “indirect” effects.

Detailed estimates for direct travel spending, earnings, employment and tax receipts are shown on the following two pages.

² Indirect business taxes are primarily excise taxes, often paid by consumers as a sales tax. Income taxes are not included. Other payments includes retained earnings, dividends, interest and rent payments.

³ The “travel industry” is actually a combination of parts of other industries including lodging, food services, recreation businesses, retail businesses and transportation.

California

Travel Impacts, 1992-1997

| | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 |
|---|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Billion) | | | | | | |
| Hotel, Motel, B&B | 19.4 | 19.7 | 20.2 | 21.5 | 24.0 | 26.9 |
| Private Campground | 1.6 | 1.6 | 1.8 | 1.8 | 2.0 | 2.4 |
| Public Campground | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 |
| Private Home | 6.3 | 6.6 | 6.8 | 7.0 | 7.3 | 7.6 |
| Vacation Home | 2.4 | 2.4 | 2.5 | 2.5 | 2.6 | 2.7 |
| Day Travel | 12.0 | 12.3 | 12.7 | 13.2 | 14.3 | 15.4 |
| Spending at Destination | 42.1 | 43.0 | 44.3 | 46.4 | 50.5 | 55.4 |
| Visitor Spending by Commodity Purchased (\$Billion) | | | | | | |
| Accommodations | 7.1 | 7.3 | 7.6 | 8.0 | 8.9 | 9.9 |
| Food & Beverage Services | 10.8 | 10.9 | 11.2 | 11.7 | 12.6 | 13.9 |
| Food Stores | 1.5 | 1.5 | 1.6 | 1.7 | 1.8 | 2.0 |
| Ground Tran. & Motor Fuel | 5.7 | 5.7 | 5.8 | 6.0 | 6.5 | 7.0 |
| Recreation, Entertainment | 7.8 | 8.1 | 8.3 | 8.8 | 9.5 | 10.4 |
| Shopping | 9.2 | 9.5 | 9.8 | 10.3 | 11.2 | 12.2 |
| Spending at Destination | 42.1 | 43.0 | 44.3 | 46.4 | 50.5 | 55.4 |
| Total Direct Travel Spending (\$Billion) | | | | | | |
| Visitor Spending at Destination | 42.1 | 43.0 | 44.3 | 46.4 | 50.5 | 55.4 |
| Air Transp. & Travel Services | 7.9 | 8.4 | 8.8 | 9.5 | 10.1 | 10.0 |
| Total Direct Spending | 50.0 | 51.5 | 53.2 | 55.9 | 60.6 | 65.4 |
| Travel-Generated Earnings by Industry (\$Billion) | | | | | | |
| Accommodation & Food Services | 6.8 | 6.9 | 7.1 | 7.4 | 8.2 | 9.0 |
| Arts, Entertainment & Recreation | 3.9 | 4.0 | 4.1 | 4.3 | 4.7 | 5.1 |
| Retail (incl. Motor Fuel) | 1.5 | 1.6 | 1.6 | 1.7 | 1.7 | 1.9 |
| Air Transportation | 2.7 | 2.7 | 2.8 | 2.8 | 2.9 | 2.9 |
| Travel Arrangement Services | 1.3 | 1.3 | 1.4 | 1.5 | 1.5 | 1.6 |
| Auto Rental & other ground tran. | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 |
| Total Direct Earnings | 16.4 | 16.7 | 17.3 | 18.0 | 19.3 | 20.8 |
| Travel-Generated Employment by Industry (Thousand Jobs) | | | | | | |
| Accommodations & Food Service | 387.3 | 392.2 | 401.9 | 411.9 | 437.1 | 456.2 |
| Arts, Entertainment & Recreation | 196.4 | 196.4 | 209.0 | 211.9 | 220.5 | 236.7 |
| Retail (incl. Motor Fuel) | 78.8 | 79.4 | 81.5 | 83.8 | 83.2 | 86.0 |
| Air Transportation | 58.4 | 57.9 | 58.0 | 57.0 | 58.2 | 57.7 |
| Travel Arrangement Services | 44.6 | 43.7 | 46.3 | 46.3 | 45.2 | 46.2 |
| Auto Rental & other ground tran. | 13.5 | 13.6 | 14.6 | 14.8 | 15.3 | 16.4 |
| Total Direct Employment | 779.0 | 783.2 | 811.3 | 825.7 | 859.6 | 899.2 |
| Tax Revenues Generated by Travel Spending (\$Billion) | | | | | | |
| Local Taxes | 1.0 | 1.0 | 1.1 | 1.2 | 1.3 | 1.5 |
| State Taxes | 2.0 | 2.0 | 2.1 | 2.2 | 2.4 | 2.6 |
| Federal Taxes | 2.8 | 2.8 | 2.9 | 3.1 | 3.3 | 3.5 |
| Total Direct Tax Receipts | 5.8 | 5.9 | 6.1 | 6.5 | 7.0 | 7.5 |

Details may not add to totals due to rounding.

California Travel Impacts, 1998-2003p

| | 1998 | 1999 | 2000 | 2001 | 2002 | 2003p |
|---|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Billion) | | | | | | |
| Hotel, Motel, B&B | 29.1 | 31.7 | 34.4 | 33.1 | 32.7 | 35.2 |
| Private Campground | 2.1 | 2.3 | 2.5 | 2.6 | 2.5 | 2.6 |
| Public Campground | 0.4 | 0.4 | 0.5 | 0.5 | 0.5 | 0.5 |
| Private Home | 7.7 | 8.1 | 8.6 | 8.5 | 8.6 | 9.0 |
| Vacation Home | 2.7 | 2.8 | 2.9 | 3.0 | 3.1 | 3.2 |
| Day Travel | 16.0 | 17.1 | 18.2 | 17.1 | 17.2 | 18.3 |
| Spending at Destination | 58.0 | 62.4 | 67.1 | 64.8 | 64.6 | 68.8 |
| Visitor Spending by Commodity Purchased (\$Billion) | | | | | | |
| Accommodations | 10.6 | 11.5 | 12.6 | 12.1 | 11.6 | 12.1 |
| Food & Beverage Services | 14.7 | 15.7 | 16.4 | 15.9 | 16.5 | 17.5 |
| Food Stores | 2.1 | 2.2 | 2.3 | 2.3 | 2.3 | 2.5 |
| Ground Tran. & Motor Fuel | 6.7 | 7.6 | 9.0 | 8.5 | 8.0 | 9.7 |
| Recreation, Entertainment | 11.0 | 11.8 | 12.4 | 12.0 | 12.3 | 12.9 |
| Shopping | 12.8 | 13.7 | 14.4 | 13.9 | 13.8 | 14.0 |
| Spending at Destination | 58.0 | 62.4 | 67.1 | 64.8 | 64.6 | 68.8 |
| Total Direct Travel Spending (\$Billion) | | | | | | |
| Visitor Spending at Destination | 58.0 | 62.4 | 67.1 | 64.8 | 64.6 | 68.8 |
| Air Transp. & Travel Services | 9.4 | 9.7 | 10.5 | 10.8 | 9.9 | 9.4 |
| Total Direct Spending | 67.4 | 72.1 | 77.6 | 75.6 | 74.5 | 78.2 |
| Travel-Generated Earnings by Industry (\$Billion) | | | | | | |
| Accommodation & Food Services | 9.8 | 10.6 | 11.5 | 10.9 | 11.3 | 12.2 |
| Arts, Entertainment & Recreation | 5.4 | 5.8 | 6.1 | 5.9 | 6.0 | 6.3 |
| Retail (incl. Motor Fuel) | 2.0 | 2.1 | 2.2 | 2.3 | 2.3 | 2.4 |
| Air Transportation | 2.9 | 3.0 | 3.0 | 3.2 | 3.0 | 2.8 |
| Travel Arrangement Services | 1.7 | 1.7 | 1.9 | 1.8 | 1.7 | 1.6 |
| Auto Rental & other ground tran. | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 |
| Total Direct Earnings | 22.1 | 23.6 | 25.1 | 24.6 | 24.6 | 25.9 |
| Travel-Generated Employment by Industry (Thousand Jobs) | | | | | | |
| Accommodations & Food Service | 466.1 | 489.6 | 505.1 | 463.5 | 465.8 | 492.3 |
| Arts, Entertainment & Recreation | 230.5 | 241.5 | 239.6 | 223.4 | 216.3 | 220.8 |
| Retail (incl. Motor Fuel) | 85.6 | 87.4 | 85.6 | 85.2 | 83.0 | 84.6 |
| Air Transportation | 56.8 | 58.1 | 58.6 | 56.9 | 49.3 | 44.4 |
| Travel Arrangement Services | 45.3 | 45.2 | 44.8 | 42.1 | 38.7 | 36.4 |
| Auto Rental & other ground tran. | 16.2 | 16.4 | 16.7 | 15.3 | 15.0 | 15.8 |
| Total Direct Employment | 900.5 | 938.1 | 950.3 | 886.4 | 868.1 | 894.2 |
| Tax Revenues Generated by Travel Spending (\$Billion) | | | | | | |
| Local Taxes | 1.6 | 1.7 | 1.8 | 1.7 | 1.7 | 1.8 |
| State Taxes | 2.7 | 2.9 | 3.1 | 3.0 | 3.0 | 3.2 |
| Federal Taxes | 3.5 | 3.7 | 4.0 | 4.1 | 4.1 | 4.2 |
| Total Direct Tax Receipts | 7.8 | 8.3 | 8.9 | 8.9 | 8.8 | 9.2 |

Details may not add to totals due to rounding.

III. COUNTY TRAVEL IMPACTS

The format of the detailed impact tables has been changed this year to reflect the conversion to the NAICS system, and to provide more meaningful industry estimates of earnings and employment.

The first three sections, *Visitor Spending by Type of Traveler Accommodation*, *Visitor Spending by Commodity Purchased* and, *Total Direct Travel Spending* provide the same information on visitor spending as in previous reports. Only the headings and organization have changed.

- *Visitor Spending by Type of Traveler Accommodation* refers to the total direct spending of each category of visitor at that destination (county or state). For example, the spending of visitors that stayed at hotels, motels, or B&B's includes their spending on accommodations, food & beverage service, recreation and all other visitor related commodities.
- *Visitor Spending by Commodity Purchased* refers to the total spending on each commodity for all types of visitors. For example, the total spending on Food & Beverage Services includes spending by visitors staying in hotels, private campgrounds, private homes and the other types of accommodation. The total spending on commodities is identical to the total spending by type of accommodation.
- *Total Direct Travel Spending* includes the total visitor spending at destination, described above, plus spending on air transportation. Total direct travel spending does not include secondary (indirect and induced) effects.

The next two sections, *Direct Travel-Generated Earnings by Industry* and *Direct Travel-Generated Employment by Industry*, provide estimates of travel-generated earnings and employment that are based on an industry, rather than a commodity, classification. A business that is classified in a particular industry may include more than one commodity. For example, a resort that is classified in the accommodation industry may provide accommodations, food and beverages, and recreation.

- *Direct Travel-Generated Earnings by Industry* includes the payroll, other earned benefits, and proprietor income of all employees in that industry classification.
- *Direct Travel-Generated Employment by Industry* includes all full- and part-time employees. This includes payroll employees covered by unemployment insurance and those that are not, as well as proprietors.

The final section, *Tax Revenues Generated by Travel Spending*, is identical to last year's report. Local taxes include all room taxes and local sales taxes. State taxes include the state sales tax, the state motor fuel tax, and incomes taxes on individuals and corporations.

All dollar amounts are rounded to the nearest \$100,000. For example, an estimate of \$3,674,352 before rounding would be rounded to \$3,700,000. In the detailed county tables, this is presented as \$3.7 million. All employment estimates are rounded to the nearest ten jobs. For example, an employment estimate of 137 jobs before rounding would be rounded to 140 jobs. All totals in the tables are the sum of the estimates before rounding. For example, the sum of 40 (rounded from 37) and 60 (rounded from 57) would be 90 (rounded from $37 + 57 = 94$).

California Travel Impacts by County, 2002

| | Spending (\$M) | Earnings (\$M) | Jobs | Tax Receipts | | Total (\$M) |
|--------------|-------------------|-------------------|---------|----------------|----------------|----------------|
| | | | | Local (\$M) | State (\$M) | |
| Alameda | 2,456 | 756 | 23,360 | 52 | 96 | 148 |
| Alpine | 27 | 6 | 360 | 1 | 1 | 2 |
| Amador | 99 | 39 | 2,240 | 1 | 4 | 5 |
| Butte | 194 | 57 | 3,390 | 3 | 9 | 12 |
| Calaveras | 126 | 46 | 2,170 | 1 | 5 | 6 |
| Colusa | 36 | 9 | 530 | 0 | 2 | 2 |
| Contra Costa | 902 | 312 | 10,510 | 21 | 48 | 69 |
| Del Norte | 84 | 36 | 1,810 | 2 | 3 | 5 |
| El Dorado | 544 | 208 | 9,850 | 13 | 21 | 34 |
| Fresno | 809 | 229 | 11,540 | 17 | 38 | 55 |
| Glenn | 39 | 16 | 860 | 1 | 2 | 2 |
| Humboldt | 240 | 77 | 4,260 | 5 | 10 | 15 |
| Imperial | 240 | 69 | 3,970 | 4 | 10 | 14 |
| Inyo | 154 | 39 | 2,490 | 4 | 6 | 10 |
| Kern | 878 | 247 | 13,200 | 14 | 40 | 54 |
| Kings | 104 | 31 | 1,900 | 1 | 5 | 7 |
| Lake | 136 | 46 | 2,770 | 2 | 5 | 8 |
| Lassen | 54 | 21 | 1,370 | 1 | 2 | 3 |
| Los Angeles | 17,643 | 6,085 | 156,960 | 388 | 664 | 1,052 |
| Madera | 165 | 60 | 3,010 | 3 | 7 | 10 |
| Marin | 517 | 221 | 6,160 | 11 | 23 | 33 |
| Mariposa | 269 | 71 | 4,040 | 9 | 10 | 18 |
| Mendocino | 292 | 109 | 5,160 | 7 | 12 | 19 |
| Merced | 143 | 41 | 2,280 | 2 | 7 | 10 |
| Modoc | 17 | 6 | 290 | 0 | 1 | 1 |
| Mono | 328 | 98 | 5,120 | 10 | 12 | 21 |
| Monterey | 1,839 | 784 | 22,630 | 51 | 75 | 126 |
| Napa | 667 | 211 | 8,880 | 19 | 26 | 45 |
| Nevada | 224 | 75 | 3,300 | 3 | 9 | 13 |

California Travel Impacts by County, 2002

| | Spending (\$M) | Earnings (\$M) | Jobs | Tax Receipts | | Total (\$M) |
|-----------------|-------------------|-------------------|---------|----------------|----------------|----------------|
| | | | | Local (\$M) | State (\$M) | |
| Orange | 6,345 | 2,213 | 79,670 | 164 | 268 | 432 |
| Placer | 580 | 189 | 9,080 | 13 | 24 | 36 |
| Plumas | 96 | 33 | 1,670 | 2 | 4 | 5 |
| Riverside | 4,740 | 1,358 | 62,920 | 95 | 203 | 298 |
| Sacramento | 1,956 | 608 | 25,480 | 44 | 89 | 134 |
| San Benito | 73 | 23 | 1,000 | 1 | 3 | 5 |
| San Bernardino | 2,780 | 763 | 40,140 | 47 | 127 | 174 |
| San Diego | 8,586 | 2,882 | 108,670 | 211 | 357 | 568 |
| San Francisco | 7,490 | 1,725 | 48,830 | 196 | 190 | 386 |
| San Joaquin | 455 | 139 | 6,510 | 8 | 23 | 31 |
| San Luis Obispo | 904 | 312 | 16,270 | 22 | 38 | 60 |
| San Mateo | 2,427 | 1,575 | 34,850 | 52 | 117 | 168 |
| Santa Barbara | 1,178 | 390 | 15,190 | 34 | 50 | 83 |
| Santa Clara | 3,025 | 955 | 31,670 | 79 | 129 | 207 |
| Santa Cruz | 501 | 165 | 7,750 | 12 | 21 | 33 |
| Shasta | 289 | 92 | 4,430 | 6 | 12 | 18 |
| Sierra | 16 | 4 | 240 | 0 | 1 | 1 |
| Siskiyou | 145 | 51 | 2,470 | 3 | 6 | 9 |
| Solano | 451 | 134 | 6,910 | 7 | 22 | 29 |
| Sonoma | 977 | 328 | 15,190 | 20 | 42 | 62 |
| Stanislaus | 340 | 120 | 6,240 | 6 | 17 | 23 |
| Sutter | 57 | 18 | 1,140 | 1 | 3 | 3 |
| Tehama | 92 | 28 | 1,580 | 2 | 4 | 6 |
| Trinity | 44 | 16 | 840 | 0 | 2 | 2 |
| Tulare | 277 | 88 | 4,640 | 6 | 12 | 18 |
| Tuolumne | 139 | 46 | 2,300 | 2 | 6 | 8 |
| Ventura | 1,017 | 307 | 13,910 | 19 | 49 | 68 |
| Yolo | 199 | 56 | 3,120 | 3 | 9 | 13 |
| Yuba | 56 | 14 | 940 | 1 | 3 | 3 |
| California | 74,461 | 24,635 | 868,080 | 1,700 | 2,983 | 4,682 |

California Direct Travel Spending by County, 1992-2002

Air Transportation & Travel Services included

(\$Million)

| | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | *Annual Change |
|--------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-------------------|
| Alameda | 1,494.6 | 1,573.3 | 1,645.6 | 1,835.2 | 2,071.4 | 2,211.7 | 2,281.9 | 2,502.3 | 2,794.3 | 2,611.5 | 2,456.0 | 5.1 |
| Alpine | 17.4 | 17.9 | 18.3 | 18.5 | 20.6 | 22.4 | 22.2 | 24.0 | 24.7 | 25.9 | 26.8 | 4.4 |
| Amador | 53.0 | 54.5 | 56.5 | 60.8 | 67.0 | 71.7 | 69.8 | 73.9 | 79.2 | 92.1 | 99.2 | 6.5 |
| Butte | 126.5 | 133.6 | 144.6 | 151.8 | 159.3 | 162.4 | 170.4 | 177.9 | 190.9 | 191.6 | 193.5 | 4.3 |
| Calaveras | 84.4 | 87.5 | 92.8 | 96.4 | 99.1 | 103.3 | 106.5 | 115.8 | 119.4 | 123.8 | 126.1 | 4.1 |
| Colusa | 26.4 | 26.8 | 27.3 | 27.5 | 28.6 | 28.8 | 30.8 | 32.7 | 36.1 | 36.2 | 36.3 | 3.3 |
| Contra Costa | 606.7 | 621.2 | 643.3 | 673.8 | 723.8 | 798.9 | 838.7 | 905.4 | 995.3 | 941.1 | 902.1 | 4.0 |
| Del Norte | 67.6 | 67.5 | 70.0 | 68.4 | 71.9 | 76.5 | 73.1 | 78.6 | 81.0 | 82.3 | 83.7 | 2.1 |
| El Dorado | 417.1 | 430.5 | 442.0 | 448.0 | 454.4 | 476.4 | 493.6 | 520.9 | 532.5 | 534.9 | 543.8 | 2.7 |
| Fresno | 589.8 | 603.0 | 618.1 | 634.6 | 666.3 | 691.0 | 706.0 | 744.6 | 814.7 | 811.9 | 808.9 | 3.2 |
| Glenn | 26.1 | 26.5 | 27.7 | 28.9 | 31.0 | 32.2 | 32.9 | 35.1 | 38.9 | 38.5 | 38.7 | 4.0 |
| Humboldt | 185.0 | 188.7 | 194.0 | 199.0 | 202.0 | 206.9 | 208.8 | 224.7 | 237.0 | 236.4 | 239.7 | 2.6 |
| Imperial | 150.6 | 160.9 | 167.3 | 170.7 | 185.1 | 216.0 | 204.8 | 214.5 | 235.8 | 236.2 | 239.9 | 4.8 |
| Inyo | 106.6 | 110.5 | 111.6 | 118.1 | 126.1 | 137.9 | 136.0 | 141.0 | 148.9 | 147.5 | 154.4 | 3.8 |
| Kern | 644.8 | 660.9 | 680.0 | 668.3 | 708.3 | 775.9 | 774.3 | 795.0 | 885.5 | 887.8 | 877.8 | 3.1 |
| Kings | 68.0 | 69.9 | 72.7 | 75.0 | 79.6 | 84.4 | 87.3 | 93.3 | 101.8 | 101.5 | 104.2 | 4.4 |
| Lake | 90.5 | 93.2 | 96.4 | 100.0 | 104.3 | 108.3 | 108.8 | 117.2 | 126.5 | 133.9 | 136.2 | 4.2 |
| Lassen | 37.2 | 38.5 | 39.6 | 41.1 | 42.7 | 43.3 | 45.3 | 47.1 | 50.6 | 53.2 | 54.0 | 3.8 |
| Los Angeles | 12,395.8 | 12,611.0 | 13,041.5 | 13,696.4 | 14,774.2 | 15,600.2 | 15,791.1 | 16,859.9 | 18,241.4 | 18,140.0 | 17,642.7 | 3.6 |
| Madera | 104.7 | 111.0 | 116.9 | 122.9 | 133.0 | 140.3 | 140.1 | 150.2 | 159.6 | 162.9 | 165.2 | 4.7 |
| Marin | 278.8 | 315.2 | 329.1 | 348.4 | 377.7 | 418.1 | 439.2 | 484.3 | 526.9 | 509.7 | 516.7 | 6.4 |
| Mariposa | 183.9 | 191.0 | 211.9 | 210.3 | 193.9 | 207.8 | 224.6 | 231.0 | 241.1 | 260.4 | 269.3 | 3.9 |
| Mendocino | 205.8 | 204.5 | 214.8 | 227.5 | 229.0 | 238.6 | 247.7 | 264.1 | 283.2 | 283.9 | 292.1 | 3.6 |
| Merced | 107.6 | 110.8 | 113.9 | 113.4 | 114.7 | 119.5 | 121.6 | 132.6 | 145.9 | 144.9 | 143.5 | 2.9 |
| Modoc | 12.8 | 12.6 | 12.9 | 13.4 | 14.1 | 14.3 | 14.9 | 15.4 | 16.7 | 17.3 | 17.3 | 3.0 |
| Mono | 196.7 | 192.2 | 200.6 | 205.9 | 208.5 | 232.1 | 244.2 | 270.6 | 291.8 | 317.3 | 327.6 | 5.2 |
| Monterey | 1,160.7 | 1,197.8 | 1,228.6 | 1,312.4 | 1,456.6 | 1,562.6 | 1,632.1 | 1,808.2 | 1,876.0 | 1,850.9 | 1,839.1 | 4.7 |
| Napa | 357.8 | 371.0 | 408.6 | 451.3 | 489.1 | 537.2 | 571.4 | 589.7 | 631.2 | 650.4 | 666.8 | 6.4 |
| Nevada | 153.6 | 153.0 | 157.0 | 159.6 | 170.7 | 182.4 | 182.3 | 198.6 | 214.0 | 219.3 | 223.9 | 3.8 |

*Annual Change is the average annual percentage change.

California Direct Travel Spending by County, 1992-2002

Air Transportation & Travel Services included

(\$Million)

| | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | *Annual Change |
|-----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------------------|
| Orange | 4,271.3 | 4,331.1 | 4,543.3 | 4,769.1 | 5,137.6 | 5,513.1 | 5,659.0 | 5,860.0 | 6,336.7 | 6,309.6 | 6,345.0 | 4.0 |
| Placer | 340.5 | 363.7 | 391.0 | 411.1 | 427.5 | 468.1 | 508.1 | 534.2 | 554.7 | 562.3 | 580.1 | 5.5 |
| Plumas | 67.7 | 68.9 | 70.7 | 73.2 | 76.0 | 76.8 | 82.1 | 83.7 | 88.9 | 94.5 | 96.4 | 3.6 |
| Riverside | 3,018.9 | 3,070.5 | 3,182.1 | 3,312.3 | 3,570.1 | 3,936.0 | 3,972.8 | 4,275.1 | 4,508.9 | 4,631.0 | 4,739.5 | 4.6 |
| Sacramento | 1,246.0 | 1,270.8 | 1,311.8 | 1,368.7 | 1,450.6 | 1,554.0 | 1,633.1 | 1,745.8 | 1,930.1 | 1,931.9 | 1,956.0 | 4.6 |
| San Benito | 48.7 | 49.8 | 49.8 | 51.3 | 56.7 | 61.3 | 63.1 | 69.0 | 74.3 | 73.3 | 73.1 | 4.1 |
| San Bernardino | 1,914.3 | 1,998.3 | 2,052.8 | 2,099.2 | 2,218.6 | 2,394.9 | 2,405.1 | 2,547.3 | 2,732.6 | 2,757.3 | 2,780.0 | 3.8 |
| San Diego | 5,147.2 | 5,241.6 | 5,219.9 | 5,403.7 | 6,232.0 | 7,137.1 | 7,664.2 | 8,124.5 | 8,766.1 | 8,559.5 | 8,585.6 | 5.2 |
| San Francisco | 5,637.1 | 5,967.8 | 6,230.6 | 6,631.2 | 7,150.9 | 7,568.9 | 7,714.4 | 8,427.8 | 8,826.4 | 7,882.0 | 7,489.7 | 2.9 |
| San Joaquin | 307.6 | 309.7 | 318.4 | 324.9 | 334.2 | 353.2 | 362.8 | 393.8 | 454.2 | 456.5 | 455.0 | 4.0 |
| San Luis Obispo | 625.8 | 654.7 | 630.1 | 632.8 | 689.0 | 732.9 | 770.7 | 832.4 | 906.8 | 898.5 | 903.9 | 3.7 |
| San Mateo | 1,776.1 | 1,844.4 | 1,938.7 | 2,087.2 | 2,274.6 | 2,465.8 | 2,553.9 | 2,675.8 | 2,848.9 | 2,535.2 | 2,426.8 | 3.2 |
| Santa Barbara | 760.1 | 783.2 | 816.6 | 854.2 | 905.3 | 974.3 | 1,024.9 | 1,090.9 | 1,163.5 | 1,167.7 | 1,177.6 | 4.5 |
| Santa Clara | 1,724.9 | 1,818.2 | 1,933.3 | 2,131.4 | 2,444.8 | 2,793.0 | 3,011.6 | 3,262.5 | 3,616.7 | 3,244.8 | 3,025.4 | 5.8 |
| Santa Cruz | 360.3 | 368.8 | 372.5 | 391.0 | 417.8 | 450.0 | 467.6 | 519.7 | 540.7 | 525.3 | 500.7 | 3.3 |
| Shasta | 212.2 | 213.0 | 219.8 | 223.7 | 234.7 | 240.9 | 251.8 | 263.5 | 284.9 | 284.6 | 289.4 | 3.2 |
| Sierra | 9.2 | 10.0 | 11.3 | 11.8 | 12.3 | 13.0 | 13.7 | 14.5 | 15.5 | 15.8 | 16.2 | 5.9 |
| Siskiyou | 94.9 | 95.9 | 98.4 | 102.4 | 107.6 | 111.8 | 119.3 | 122.3 | 131.1 | 141.9 | 145.1 | 4.3 |
| Solano | 313.3 | 322.6 | 328.8 | 336.9 | 356.6 | 386.5 | 396.3 | 430.7 | 484.9 | 463.2 | 451.1 | 3.7 |
| Sonoma | 653.5 | 670.3 | 690.6 | 723.9 | 776.1 | 832.9 | 877.3 | 931.5 | 993.4 | 985.6 | 976.9 | 4.1 |
| Stanislaus | 227.6 | 241.7 | 251.8 | 260.1 | 270.9 | 279.9 | 280.8 | 303.5 | 338.6 | 339.2 | 340.2 | 4.1 |
| Sutter | 42.1 | 42.7 | 43.1 | 43.8 | 46.6 | 48.0 | 48.0 | 51.7 | 57.9 | 57.4 | 57.4 | 3.2 |
| Tehama | 62.2 | 64.4 | 66.6 | 68.4 | 72.5 | 75.2 | 79.3 | 81.8 | 87.7 | 91.0 | 92.1 | 4.0 |
| Trinity | 30.3 | 31.4 | 32.2 | 33.0 | 34.7 | 35.7 | 38.6 | 39.1 | 40.9 | 43.0 | 43.8 | 3.7 |
| Tulare | 184.3 | 191.8 | 198.1 | 203.8 | 212.5 | 224.8 | 232.9 | 244.7 | 264.4 | 269.4 | 276.9 | 4.2 |
| Tuolumne | 99.2 | 104.0 | 106.2 | 105.5 | 109.2 | 117.5 | 122.0 | 129.5 | 134.8 | 137.1 | 139.2 | 3.4 |
| Ventura | 706.6 | 705.3 | 719.3 | 736.3 | 786.9 | 836.2 | 874.9 | 952.3 | 1,053.0 | 1,016.1 | 1,016.7 | 3.7 |
| Yolo | 140.9 | 142.7 | 145.1 | 149.9 | 158.3 | 167.1 | 171.8 | 185.7 | 204.3 | 201.3 | 199.2 | 3.5 |
| Yuba | 40.0 | 40.0 | 39.7 | 43.5 | 46.9 | 47.7 | 46.9 | 50.4 | 56.0 | 56.2 | 56.2 | 3.4 |
| California | 50,013 | 51,452 | 53,196 | 55,862 | 60,615 | 65,398 | 67,447 | 72,092 | 77,618 | 75,574 | 74,461 | 4.1 |

*Annual Change is the average annual percentage change.

California Direct Travel Spending at County of Destination, 1992-2002

Air Transportation & Travel Services not included

(\$Million)

| | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | *Annual Change |
|--------------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|-------------------|
| Alameda | 1,136.6 | 1,174.7 | 1,205.2 | 1,278.6 | 1,415.6 | 1,549.0 | 1,647.6 | 1,903.7 | 2,203.5 | 2,009.3 | 1,905.1 | 5.3 |
| Alpine | 17.4 | 17.9 | 18.3 | 18.5 | 20.6 | 22.4 | 22.2 | 24.0 | 24.7 | 25.9 | 26.8 | 4.4 |
| Amador | 53.0 | 54.3 | 56.3 | 60.6 | 66.8 | 71.6 | 69.5 | 73.7 | 78.9 | 91.8 | 99.1 | 6.4 |
| Butte | 122.3 | 127.5 | 138.0 | 145.0 | 151.4 | 154.6 | 161.1 | 170.4 | 183.0 | 183.4 | 185.9 | 4.3 |
| Calaveras | 84.3 | 87.5 | 92.7 | 96.4 | 99.1 | 103.2 | 106.4 | 115.6 | 119.2 | 123.7 | 126.0 | 4.1 |
| Colusa | 26.3 | 26.8 | 27.3 | 27.4 | 28.5 | 28.7 | 30.7 | 32.7 | 35.7 | 35.8 | 36.0 | 3.2 |
| Contra Costa | 598.5 | 612.7 | 633.7 | 664.2 | 713.6 | 787.9 | 825.8 | 894.3 | 984.1 | 930.5 | 890.6 | 4.1 |
| Del Norte | 67.6 | 67.5 | 69.9 | 68.3 | 71.8 | 76.4 | 73.1 | 78.5 | 80.6 | 82.0 | 83.3 | 2.1 |
| El Dorado | 416.7 | 430.0 | 441.4 | 447.4 | 453.8 | 475.7 | 492.6 | 518.3 | 530.2 | 532.8 | 541.4 | 2.7 |
| Fresno | 572.7 | 585.9 | 598.4 | 610.0 | 639.9 | 667.2 | 683.1 | 718.3 | 786.4 | 782.7 | 780.8 | 3.1 |
| Glenn | 26.1 | 26.4 | 27.7 | 28.9 | 30.9 | 32.1 | 32.8 | 35.1 | 38.3 | 37.9 | 38.0 | 3.8 |
| Humboldt | 183.6 | 187.1 | 192.2 | 196.9 | 199.6 | 204.6 | 206.5 | 222.3 | 234.6 | 234.0 | 237.5 | 2.6 |
| Imperial | 148.8 | 159.1 | 165.4 | 168.7 | 183.0 | 213.9 | 202.9 | 212.5 | 233.8 | 234.1 | 237.8 | 4.8 |
| Inyo | 106.6 | 110.4 | 111.6 | 118.0 | 126.1 | 137.9 | 136.0 | 140.9 | 148.6 | 147.2 | 154.1 | 3.8 |
| Kern | 642.2 | 657.7 | 676.6 | 664.6 | 703.6 | 771.6 | 769.8 | 790.4 | 848.2 | 848.4 | 841.9 | 2.7 |
| Kings | 66.9 | 68.9 | 71.5 | 74.7 | 79.2 | 84.0 | 87.0 | 93.0 | 101.5 | 101.2 | 103.9 | 4.5 |
| Lake | 90.5 | 93.1 | 96.4 | 100.0 | 104.2 | 108.2 | 108.7 | 117.1 | 125.9 | 133.3 | 135.5 | 4.1 |
| Lassen | 37.1 | 38.3 | 39.4 | 40.8 | 42.4 | 43.0 | 45.0 | 46.9 | 50.4 | 53.0 | 53.9 | 3.8 |
| Los Angeles | 8,742.8 | 8,707.1 | 8,929.3 | 9,360.8 | 10,121.7 | 10,994.0 | 11,517.1 | 12,404.7 | 13,363.4 | 12,959.7 | 12,895.5 | 4.0 |
| Madera | 104.4 | 110.8 | 116.6 | 122.7 | 132.8 | 140.0 | 139.8 | 149.9 | 159.4 | 162.6 | 164.9 | 4.7 |
| Marin | 270.8 | 306.6 | 318.7 | 336.7 | 364.0 | 402.4 | 422.0 | 466.9 | 508.5 | 491.7 | 502.0 | 6.4 |
| Mariposa | 183.8 | 190.9 | 211.9 | 210.2 | 193.9 | 207.7 | 224.6 | 230.9 | 240.8 | 260.1 | 268.9 | 3.9 |
| Mendocino | 205.5 | 204.2 | 214.5 | 227.2 | 228.7 | 238.3 | 247.3 | 263.8 | 283.0 | 283.7 | 291.8 | 3.6 |
| Merced | 106.6 | 109.4 | 112.1 | 111.4 | 112.7 | 117.7 | 119.8 | 130.1 | 143.2 | 142.1 | 141.0 | 2.8 |
| Modoc | 12.8 | 12.6 | 12.9 | 13.4 | 14.1 | 14.3 | 14.9 | 15.4 | 16.7 | 17.3 | 17.3 | 3.0 |
| Mono | 196.7 | 192.1 | 200.6 | 205.8 | 208.5 | 232.0 | 244.1 | 270.6 | 291.5 | 317.0 | 327.2 | 5.2 |
| Monterey | 1,147.4 | 1,184.0 | 1,212.1 | 1,289.0 | 1,429.4 | 1,534.3 | 1,604.0 | 1,771.7 | 1,840.2 | 1,819.2 | 1,811.7 | 4.7 |
| Napa | 354.4 | 367.2 | 404.5 | 446.5 | 484.0 | 531.8 | 565.8 | 584.9 | 625.8 | 644.8 | 661.7 | 6.4 |
| Nevada | 153.4 | 152.7 | 156.7 | 159.4 | 170.4 | 182.0 | 182.0 | 198.3 | 213.6 | 218.9 | 222.9 | 3.8 |

*Annual Change is the average annual percentage change.

California Direct Travel Spending at County of Destination, 1992-2002

Air Transportation & Travel Services not included

(\$Million)

| | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | *Annual Change |
|-----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------------------|
| Orange | 4,143.2 | 4,190.2 | 4,371.2 | 4,581.8 | 4,922.9 | 5,296.3 | 5,449.0 | 5,643.7 | 6,124.5 | 6,080.8 | 6,128.8 | 4.0 |
| Placer | 338.3 | 361.4 | 388.4 | 408.6 | 425.0 | 464.9 | 504.4 | 530.6 | 551.1 | 558.9 | 576.5 | 5.5 |
| Plumas | 67.7 | 68.8 | 70.6 | 73.1 | 75.9 | 76.7 | 82.0 | 83.6 | 88.8 | 94.4 | 96.3 | 3.6 |
| Riverside | 2,983.3 | 3,032.4 | 3,141.3 | 3,264.4 | 3,513.3 | 3,880.2 | 3,927.6 | 4,216.9 | 4,446.6 | 4,569.1 | 4,680.2 | 4.6 |
| Sacramento | 1,191.7 | 1,208.3 | 1,247.8 | 1,301.8 | 1,380.2 | 1,489.2 | 1,563.1 | 1,664.5 | 1,841.3 | 1,845.7 | 1,876.8 | 4.6 |
| San Benito | 48.6 | 49.7 | 49.7 | 51.2 | 56.6 | 61.2 | 63.0 | 68.9 | 74.0 | 73.0 | 72.8 | 4.1 |
| San Bernardino | 1,874.2 | 1,955.1 | 2,000.5 | 2,035.6 | 2,154.3 | 2,329.1 | 2,339.7 | 2,485.9 | 2,668.3 | 2,687.2 | 2,715.9 | 3.8 |
| San Diego | 4,903.8 | 4,993.1 | 4,981.1 | 5,155.5 | 5,962.6 | 6,861.1 | 7,412.2 | 7,871.6 | 8,487.4 | 8,258.5 | 8,312.4 | 5.4 |
| San Francisco | 2,957.1 | 3,103.9 | 3,287.1 | 3,533.7 | 3,969.7 | 4,432.6 | 4,740.0 | 5,374.1 | 5,572.9 | 4,766.6 | 4,645.5 | 4.6 |
| San Joaquin | 299.8 | 301.5 | 309.2 | 314.6 | 323.2 | 342.8 | 352.3 | 381.4 | 441.4 | 443.5 | 442.7 | 4.0 |
| San Luis Obispo | 620.3 | 648.7 | 623.8 | 625.8 | 681.1 | 725.7 | 763.8 | 823.2 | 897.4 | 888.7 | 894.9 | 3.7 |
| San Mateo | 1,348.2 | 1,387.0 | 1,467.8 | 1,591.8 | 1,765.5 | 1,963.5 | 2,076.1 | 2,185.8 | 2,322.3 | 1,986.4 | 1,925.1 | 3.6 |
| Santa Barbara | 749.0 | 770.9 | 801.2 | 836.1 | 886.2 | 949.7 | 1,001.8 | 1,074.4 | 1,144.4 | 1,148.9 | 1,160.8 | 4.5 |
| Santa Clara | 1,616.4 | 1,686.1 | 1,793.5 | 1,976.0 | 2,269.5 | 2,609.6 | 2,831.7 | 3,062.4 | 3,380.7 | 2,933.5 | 2,751.2 | 5.5 |
| Santa Cruz | 358.4 | 367.1 | 370.8 | 388.4 | 414.8 | 446.3 | 463.6 | 515.2 | 535.5 | 520.4 | 496.0 | 3.3 |
| Shasta | 209.2 | 209.1 | 214.5 | 218.0 | 227.2 | 234.0 | 245.1 | 255.5 | 277.8 | 277.1 | 282.2 | 3.0 |
| Sierra | 9.2 | 10.0 | 11.3 | 11.8 | 12.3 | 13.0 | 13.7 | 14.5 | 15.5 | 15.8 | 16.2 | 5.9 |
| Siskiyou | 94.7 | 95.8 | 98.2 | 102.2 | 107.5 | 111.6 | 119.2 | 122.1 | 130.9 | 141.7 | 145.0 | 4.3 |
| Solano | 309.8 | 318.9 | 325.7 | 333.9 | 353.3 | 383.3 | 393.3 | 427.9 | 482.8 | 461.3 | 449.0 | 3.8 |
| Sonoma | 643.4 | 660.0 | 678.7 | 710.7 | 761.3 | 817.6 | 862.3 | 915.7 | 975.1 | 967.0 | 960.0 | 4.1 |
| Stanislaus | 216.1 | 230.5 | 239.5 | 247.4 | 257.2 | 266.5 | 269.0 | 290.5 | 325.3 | 326.1 | 326.8 | 4.2 |
| Sutter | 41.6 | 42.2 | 42.6 | 43.3 | 46.0 | 47.4 | 47.4 | 50.9 | 56.7 | 56.1 | 56.5 | 3.1 |
| Tehama | 62.2 | 64.4 | 66.6 | 68.4 | 72.5 | 75.2 | 79.3 | 81.8 | 87.7 | 91.0 | 92.1 | 4.0 |
| Trinity | 30.3 | 31.3 | 32.1 | 33.0 | 34.6 | 35.6 | 38.5 | 39.0 | 40.6 | 42.7 | 43.4 | 3.7 |
| Tulare | 180.2 | 187.2 | 192.1 | 197.0 | 205.7 | 218.2 | 226.9 | 237.0 | 255.9 | 260.5 | 268.7 | 4.1 |
| Tuolumne | 98.9 | 103.7 | 105.9 | 105.1 | 108.8 | 117.1 | 121.6 | 129.1 | 134.5 | 136.9 | 139.0 | 3.5 |
| Ventura | 701.5 | 700.3 | 713.7 | 730.4 | 780.7 | 829.2 | 866.2 | 944.0 | 1,042.1 | 1,005.6 | 1,005.9 | 3.7 |
| Yolo | 129.0 | 129.3 | 130.7 | 133.8 | 141.7 | 150.4 | 155.4 | 170.0 | 188.6 | 184.8 | 184.6 | 3.6 |
| Yuba | 40.0 | 39.9 | 39.6 | 43.4 | 46.8 | 47.6 | 46.8 | 50.4 | 56.0 | 56.2 | 56.1 | 3.4 |
| California | 42,142 | 43,010 | 44,347 | 46,409 | 50,547 | 55,402 | 58,037 | 62,385 | 67,140 | 64,783 | 64,584 | 4.4 |

*Annual Change is the average annual percentage change.

California Direct Travel-Generated Employment by County, 1992-2002

| | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | *Annual Change |
|--------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------------------|
| Alameda | 18,660 | 18,980 | 19,630 | 20,530 | 22,130 | 23,190 | 23,990 | 26,880 | 28,400 | 24,950 | 23,360 | 2.3 |
| Alpine | 270 | 270 | 280 | 280 | 300 | 310 | 290 | 330 | 370 | 370 | 360 | 2.9 |
| Amador | 1,150 | 1,200 | 1,250 | 1,310 | 1,390 | 1,420 | 1,330 | 1,320 | 1,570 | 2,010 | 2,240 | 6.9 |
| Butte | 2,840 | 2,950 | 3,270 | 3,370 | 3,390 | 3,290 | 3,500 | 3,510 | 3,470 | 3,350 | 3,390 | 1.8 |
| Calaveras | 1,910 | 1,960 | 2,090 | 2,140 | 2,120 | 2,110 | 2,030 | 2,280 | 2,230 | 2,220 | 2,170 | 1.3 |
| Colusa | 530 | 540 | 550 | 540 | 540 | 520 | 500 | 500 | 550 | 530 | 530 | 0.0 |
| Contra Costa | 9,800 | 9,890 | 10,390 | 10,680 | 10,940 | 11,690 | 11,960 | 12,270 | 12,120 | 10,980 | 10,510 | 0.7 |
| Del Norte | 2,030 | 2,000 | 2,100 | 2,010 | 2,030 | 2,080 | 1,890 | 2,030 | 2,070 | 2,000 | 1,810 | -1.1 |
| El Dorado | 9,480 | 9,630 | 10,000 | 9,920 | 9,650 | 9,710 | 9,640 | 10,210 | 10,230 | 9,790 | 9,850 | 0.4 |
| Fresno | 10,730 | 10,840 | 11,180 | 11,230 | 11,270 | 11,160 | 11,280 | 11,560 | 11,950 | 11,490 | 11,540 | 0.7 |
| Glenn | 710 | 710 | 760 | 770 | 790 | 790 | 740 | 810 | 830 | 790 | 860 | 1.9 |
| Humboldt | 4,710 | 4,730 | 4,910 | 4,910 | 4,790 | 4,690 | 4,560 | 4,860 | 4,860 | 4,640 | 4,260 | -1.0 |
| Imperial | 3,450 | 3,620 | 3,790 | 3,770 | 3,930 | 4,380 | 3,900 | 3,970 | 4,210 | 4,030 | 3,970 | 1.4 |
| Inyo | 2,220 | 2,270 | 2,320 | 2,400 | 2,470 | 2,590 | 2,070 | 2,860 | 2,380 | 2,240 | 2,490 | 1.2 |
| Kern | 12,700 | 12,840 | 13,370 | 12,750 | 12,920 | 13,640 | 13,320 | 13,420 | 13,650 | 13,190 | 13,200 | 0.4 |
| Kings | 1,640 | 1,670 | 1,750 | 1,750 | 1,790 | 1,820 | 1,750 | 1,820 | 1,850 | 1,780 | 1,900 | 1.5 |
| Lake | 1,910 | 1,950 | 2,030 | 2,060 | 2,070 | 2,040 | 1,950 | 2,050 | 2,320 | 2,360 | 2,770 | 3.8 |
| Lassen | 1,450 | 1,480 | 1,550 | 1,580 | 1,560 | 1,530 | 1,540 | 1,580 | 1,670 | 1,680 | 1,370 | -0.6 |
| Los Angeles | 153,650 | 150,010 | 154,440 | 157,280 | 162,060 | 167,040 | 166,980 | 172,970 | 175,690 | 164,350 | 156,960 | 0.2 |
| Madera | 2,510 | 2,640 | 2,810 | 2,900 | 3,020 | 3,060 | 2,990 | 3,040 | 3,100 | 3,030 | 3,010 | 1.8 |
| Marin | 4,380 | 4,840 | 5,110 | 5,280 | 5,520 | 5,920 | 6,150 | 6,640 | 6,690 | 6,200 | 6,160 | 3.5 |
| Mariposa | 3,780 | 3,880 | 4,320 | 4,190 | 3,720 | 3,810 | 4,030 | 3,870 | 3,860 | 3,990 | 4,040 | 0.7 |
| Mendocino | 5,310 | 5,190 | 5,540 | 5,740 | 5,540 | 5,560 | 5,420 | 5,560 | 5,780 | 5,520 | 5,160 | -0.3 |
| Merced | 2,340 | 2,390 | 2,460 | 2,340 | 2,220 | 2,210 | 2,220 | 2,370 | 2,390 | 2,300 | 2,280 | -0.3 |
| Modoc | 280 | 270 | 280 | 290 | 290 | 280 | 270 | 270 | 290 | 290 | 290 | 0.4 |
| Mono | 3,650 | 3,510 | 3,690 | 3,700 | 3,610 | 3,870 | 3,920 | 4,360 | 4,700 | 4,880 | 5,120 | 3.4 |
| Monterey | 19,370 | 19,700 | 20,300 | 21,170 | 22,650 | 23,400 | 23,750 | 25,650 | 25,150 | 23,780 | 22,630 | 1.6 |
| Napa | 6,020 | 6,160 | 6,850 | 7,410 | 7,740 | 8,190 | 8,310 | 7,910 | 7,700 | 7,600 | 8,880 | 4.0 |
| Nevada | 2,880 | 2,850 | 2,940 | 2,930 | 3,020 | 3,090 | 2,980 | 3,130 | 3,290 | 3,240 | 3,300 | 1.4 |

*Annual Change is the average annual percentage change.

California Direct Travel-Generated Employment by County, 1992-2002

| | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | *Annual Change |
|-----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------------------|
| Orange | 69,860 | 69,710 | 73,380 | 75,010 | 77,740 | 80,340 | 80,590 | 80,930 | 83,420 | 79,310 | 79,670 | 1.3 |
| Placer | 6,950 | 7,330 | 8,020 | 8,230 | 8,230 | 8,690 | 8,630 | 8,600 | 8,700 | 8,440 | 9,080 | 2.7 |
| Plumas | 1,480 | 1,490 | 1,540 | 1,550 | 1,560 | 1,490 | 1,530 | 1,440 | 1,660 | 1,690 | 1,670 | 1.2 |
| Riverside | 53,980 | 54,220 | 56,400 | 57,380 | 59,680 | 62,950 | 61,460 | 64,730 | 62,440 | 61,590 | 62,920 | 1.5 |
| Sacramento | 22,470 | 22,420 | 23,320 | 23,840 | 23,870 | 24,570 | 24,450 | 24,900 | 26,510 | 25,510 | 25,480 | 1.3 |
| San Benito | 870 | 880 | 880 | 890 | 950 | 980 | 970 | 1,000 | 1,020 | 960 | 1,000 | 1.4 |
| San Bernardino | 37,520 | 38,670 | 40,130 | 39,830 | 40,360 | 41,870 | 38,610 | 41,750 | 42,240 | 41,070 | 40,140 | 0.7 |
| San Diego | 87,180 | 87,780 | 87,620 | 88,410 | 98,400 | 108,630 | 110,310 | 112,910 | 116,700 | 108,630 | 108,670 | 2.2 |
| San Francisco | 45,030 | 46,270 | 49,010 | 50,580 | 53,780 | 57,310 | 58,380 | 64,240 | 62,210 | 51,170 | 48,830 | 0.8 |
| San Joaquin | 6,090 | 6,070 | 6,270 | 6,200 | 6,020 | 6,070 | 5,970 | 6,270 | 6,800 | 6,640 | 6,510 | 0.7 |
| San Luis Obispo | 15,250 | 15,760 | 15,220 | 14,860 | 15,620 | 16,000 | 15,920 | 16,810 | 17,650 | 16,650 | 16,270 | 0.6 |
| San Mateo | 36,920 | 36,890 | 37,930 | 38,970 | 40,200 | 41,700 | 42,750 | 43,630 | 42,920 | 37,730 | 34,850 | -0.6 |
| Santa Barbara | 12,620 | 12,820 | 13,420 | 13,720 | 13,980 | 14,370 | 15,420 | 15,850 | 16,170 | 15,520 | 15,190 | 1.9 |
| Santa Clara | 25,710 | 26,800 | 28,850 | 30,970 | 34,340 | 37,930 | 39,370 | 41,580 | 41,890 | 35,190 | 31,670 | 2.1 |
| Santa Cruz | 7,610 | 7,680 | 7,820 | 8,070 | 8,350 | 8,700 | 8,810 | 9,200 | 8,930 | 8,260 | 7,750 | 0.2 |
| Shasta | 4,220 | 4,150 | 4,310 | 4,260 | 4,270 | 4,200 | 4,300 | 4,370 | 4,650 | 4,450 | 4,430 | 0.5 |
| Sierra | 160 | 180 | 200 | 200 | 210 | 210 | 210 | 260 | 260 | 250 | 240 | 4.1 |
| Siskiyou | 2,100 | 2,100 | 2,170 | 2,210 | 2,240 | 2,230 | 2,210 | 2,220 | 2,450 | 2,560 | 2,470 | 1.6 |
| Solano | 6,880 | 6,960 | 7,160 | 7,180 | 7,270 | 7,590 | 7,400 | 7,770 | 8,040 | 7,360 | 6,910 | 0.0 |
| Sonoma | 14,460 | 14,600 | 15,200 | 15,600 | 16,110 | 16,670 | 16,620 | 16,660 | 16,400 | 15,580 | 15,190 | 0.5 |
| Stanislaus | 5,410 | 5,610 | 5,900 | 5,970 | 5,840 | 5,800 | 5,860 | 6,150 | 6,330 | 6,130 | 6,240 | 1.4 |
| Sutter | 1,080 | 1,080 | 1,100 | 1,090 | 1,110 | 1,090 | 1,070 | 1,090 | 1,170 | 1,120 | 1,140 | 0.5 |
| Tehama | 1,370 | 1,410 | 1,460 | 1,470 | 1,500 | 1,480 | 1,460 | 1,420 | 1,590 | 1,600 | 1,580 | 1.4 |
| Trinity | 680 | 700 | 720 | 720 | 730 | 720 | 730 | 760 | 820 | 830 | 840 | 2.1 |
| Tulare | 4,380 | 4,520 | 4,710 | 4,680 | 4,640 | 4,730 | 4,700 | 4,850 | 4,550 | 4,480 | 4,640 | 0.6 |
| Tuolumne | 2,100 | 2,180 | 2,240 | 2,170 | 2,170 | 2,240 | 2,330 | 2,370 | 2,460 | 2,400 | 2,300 | 0.9 |
| Ventura | 12,420 | 12,180 | 12,500 | 12,530 | 12,930 | 13,200 | 13,290 | 14,120 | 14,650 | 13,580 | 13,910 | 1.1 |
| Yolo | 2,930 | 2,880 | 2,940 | 2,940 | 2,990 | 3,080 | 2,930 | 3,230 | 3,390 | 3,200 | 3,120 | 0.6 |
| Yuba | 920 | 910 | 900 | 970 | 1,010 | 970 | 910 | 950 | 960 | 930 | 940 | 0.2 |
| California | 779,020 | 783,240 | 811,270 | 825,720 | 859,590 | 899,210 | 900,460 | 938,070 | 950,330 | 886,400 | 868,080 | 1.1 |

*Annual Change is the average annual percentage change.

Travel-Generated Employment as Percentage of Total Employment, 2002

| | Total Employment | Travel- Generated | Percent |
|--------------|---------------------|----------------------|---------|
| Alameda | 887,630 | 23,360 | 2.6% |
| Alpine | 1,180 | 360 | 30.5% |
| Amador | 18,470 | 2,240 | 12.1% |
| Butte | 102,170 | 3,390 | 3.3% |
| Calaveras | 16,040 | 2,170 | 13.5% |
| Colusa | 10,150 | 530 | 5.2% |
| Contra Costa | 481,290 | 10,510 | 2.2% |
| Del Norte | 10,230 | 1,810 | 17.7% |
| El Dorado | 80,080 | 9,850 | 12.3% |
| Fresno | 420,370 | 11,540 | 2.7% |
| Glenn | 11,690 | 860 | 7.4% |
| Humboldt | 68,800 | 4,260 | 6.2% |
| Imperial | 62,410 | 3,970 | 6.4% |
| Inyo | 10,440 | 2,490 | 23.9% |
| Kern | 317,810 | 13,200 | 4.2% |
| Kings | 51,360 | 1,900 | 3.7% |
| Lake | 23,050 | 2,770 | 12.0% |
| Lassen | 14,290 | 1,370 | 9.6% |
| Los Angeles | 5,519,010 | 156,960 | 2.8% |
| Madera | 51,770 | 3,010 | 5.8% |
| Marin | 180,300 | 6,160 | 3.4% |
| Mariposa | 8,590 | 4,040 | 47.0% |
| Mendocino | 50,610 | 5,160 | 10.2% |
| Merced | 86,700 | 2,280 | 2.6% |
| Modoc | 4,550 | 290 | 6.4% |
| Mono | 9,720 | 5,120 | 52.7% |
| Monterey | 226,160 | 22,630 | 10.0% |
| Napa | 86,950 | 8,880 | 10.2% |
| Nevada | 51,660 | 3,300 | 6.4% |

Total employment for 2002 estimated by Dean Runyan Associates from 2001 total employment estimates of the Bureau of Economic Analysis and 2002 payroll employment estimates of the Bureau of Labor Statistics. Total employment includes payroll employees and self-employed.

**Travel-Generated Employment
as Percentage of Total Employment, 2002**

| | Total Employment | Travel- Generated | Percent |
|-----------------|---------------------|----------------------|---------|
| Orange | 1,884,790 | 79,670 | 4.2% |
| Placer | 159,370 | 9,080 | 5.7% |
| Plumas | 11,090 | 1,670 | 15.1% |
| Riverside | 716,370 | 62,920 | 8.8% |
| Sacramento | 748,210 | 25,480 | 3.4% |
| San Benito | 21,400 | 1,000 | 4.7% |
| San Bernardino | 757,880 | 40,140 | 5.3% |
| San Diego | 1,790,630 | 108,670 | 6.1% |
| San Francisco | 705,580 | 48,830 | 6.9% |
| San Joaquin | 264,680 | 6,510 | 2.5% |
| San Luis Obispo | 146,070 | 16,270 | 11.1% |
| San Mateo | 464,520 | 34,850 | 7.5% |
| Santa Barbara | 249,440 | 15,190 | 6.1% |
| Santa Clara | 1,141,130 | 31,670 | 2.8% |
| Santa Cruz | 144,900 | 7,750 | 5.3% |
| Shasta | 89,480 | 4,430 | 5.0% |
| Sierra | 1,250 | 240 | 19.2% |
| Siskiyou | 21,880 | 2,470 | 11.3% |
| Solano | 166,740 | 6,910 | 4.1% |
| Sonoma | 271,760 | 15,190 | 5.6% |
| Stanislaus | 214,500 | 6,240 | 2.9% |
| Sutter | 40,570 | 1,140 | 2.8% |
| Tehama | 24,360 | 1,580 | 6.5% |
| Trinity | 5,120 | 840 | 16.4% |
| Tulare | 178,910 | 4,640 | 2.6% |
| Tuolumne | 25,470 | 2,300 | 9.0% |
| Ventura | 414,550 | 13,910 | 3.4% |
| Yolo | 109,290 | 3,120 | 2.9% |
| Yuba | 26,050 | 940 | 3.6% |
| California | 19,644,340 | 868,080 | 4.4% |

Total employment for 2002 estimated by Dean Runyan Associates from 2001 total employment estimates of the Bureau of Economic Analysis and 2002 payroll employment estimates of the Bureau of Labor Statistics. Total employment includes payroll employees and self-employed.

Alameda County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|--------|--------|--------|--------|--------|--------|--------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 519 | 793 | 876 | 1,075 | 1,305 | 1,160 | 1,061 |
| Private Campground | 3 | 3 | 3 | 3 | 3 | 4 | 4 |
| Public Campground | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Private Home | 289 | 338 | 340 | 350 | 366 | 366 | 371 |
| Vacation Home | 9 | 11 | 11 | 11 | 11 | 13 | 13 |
| Day Travel | 317 | 405 | 418 | 465 | 517 | 466 | 456 |
| Spending at Destination | 1,137 | 1,549 | 1,648 | 1,904 | 2,204 | 2,009 | 1,905 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 158 | 246 | 275 | 340 | 432 | 383 | 332 |
| Food & Beverage Services | 255 | 346 | 376 | 436 | 491 | 443 | 436 |
| Food Stores | 35 | 47 | 50 | 56 | 61 | 57 | 57 |
| Ground Tran. & Motor Fuel | 297 | 372 | 366 | 405 | 471 | 446 | 431 |
| Recreation, Entertainment | 165 | 230 | 248 | 288 | 325 | 294 | 284 |
| Shopping | 227 | 308 | 331 | 379 | 424 | 385 | 365 |
| Spending at Destination | 1,137 | 1,549 | 1,648 | 1,904 | 2,204 | 2,009 | 1,905 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 1,137 | 1,549 | 1,648 | 1,904 | 2,204 | 2,009 | 1,905 |
| Air Transp. & Travel Services | 358 | 663 | 634 | 599 | 591 | 602 | 551 |
| Total Direct Spending | 1,495 | 2,212 | 2,282 | 2,502 | 2,794 | 2,611 | 2,456 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 156 | 222 | 250 | 301 | 362 | 318 | 304 |
| Arts, Entertainment & Recreation | 71 | 99 | 107 | 124 | 140 | 126 | 122 |
| Retail (incl. Motor Fuel) | 41 | 50 | 54 | 61 | 68 | 67 | 65 |
| Air Transportation | 123 | 200 | 198 | 186 | 174 | 178 | 164 |
| Travel Arrangement Services | 49 | 61 | 63 | 68 | 82 | 77 | 70 |
| Auto Rental & other ground tran. | 20 | 26 | 28 | 29 | 31 | 30 | 31 |
| Total Direct Earnings | 459 | 657 | 699 | 768 | 856 | 796 | 756 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 8,440 | 10,810 | 11,620 | 13,690 | 15,170 | 12,770 | 12,260 |
| Arts, Entertainment & Recreation | 2,690 | 3,430 | 3,490 | 4,020 | 4,160 | 3,580 | 3,310 |
| Retail (incl. Motor Fuel) | 1,870 | 2,060 | 2,120 | 2,320 | 2,320 | 2,180 | 2,070 |
| Air Transportation | 2,450 | 3,570 | 3,470 | 3,570 | 3,530 | 3,410 | 2,950 |
| Travel Arrangement Services | 2,170 | 2,090 | 2,020 | 1,990 | 1,950 | 1,840 | 1,630 |
| Auto Rental & other ground tran. | 1,030 | 1,250 | 1,260 | 1,280 | 1,270 | 1,170 | 1,150 |
| Total Direct Employment | 18,660 | 23,190 | 23,990 | 26,880 | 28,400 | 24,950 | 23,360 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 28.8 | 41.7 | 45.1 | 52.0 | 62.5 | 57.2 | 52.2 |
| State Taxes | 60.6 | 82.4 | 87.0 | 96.2 | 106.8 | 98.8 | 95.9 |
| Total Direct Taxes | 89.3 | 124.1 | 132.1 | 148.1 | 169.4 | 156.1 | 148.1 |

Details may not add to totals due to rounding.

Estimates for 1993 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Alpine County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|------|------|------|------|------|------|------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 9.0 | 12.2 | 12.0 | 13.4 | 14.0 | 14.7 | 15.3 |
| Private Campground | 0.5 | 1.0 | 0.8 | 0.8 | 0.7 | 0.8 | 0.8 |
| Public Campground | 1.1 | 1.3 | 1.3 | 1.3 | 1.4 | 1.4 | 1.4 |
| Private Home | 0.4 | 0.4 | 0.4 | 0.4 | 0.5 | 0.4 | 0.5 |
| Vacation Home | 4.1 | 4.7 | 4.8 | 4.9 | 5.1 | 5.5 | 5.6 |
| Day Travel | 2.3 | 2.9 | 2.8 | 3.0 | 3.1 | 3.1 | 3.2 |
| Spending at Destination | 17.4 | 22.4 | 22.2 | 24.0 | 24.7 | 25.9 | 26.8 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 5.0 | 6.5 | 6.4 | 7.0 | 7.4 | 7.7 | 8.0 |
| Food & Beverage Services | 5.0 | 6.3 | 6.3 | 6.8 | 6.9 | 7.3 | 7.7 |
| Food Stores | 0.8 | 1.1 | 1.1 | 1.1 | 1.1 | 1.2 | 1.2 |
| Ground Tran. & Motor Fuel | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Recreation, Entertainment | 3.3 | 4.2 | 4.2 | 4.5 | 4.7 | 4.9 | 5.1 |
| Shopping | 3.3 | 4.2 | 4.2 | 4.5 | 4.6 | 4.9 | 4.9 |
| Spending at Destination | 17.4 | 22.4 | 22.2 | 24.0 | 24.7 | 25.9 | 26.8 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 17.4 | 22.4 | 22.2 | 24.0 | 24.7 | 25.9 | 26.8 |
| Air Transp. & Travel Services | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Spending | 17.4 | 22.4 | 22.2 | 24.0 | 24.7 | 25.9 | 26.8 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 2.6 | 3.3 | 3.3 | 3.7 | 3.9 | 4.0 | 4.3 |
| Arts, Entertainment & Recreation | 0.8 | 1.0 | 1.0 | 1.1 | 1.1 | 1.2 | 1.3 |
| Retail (incl. Motor Fuel) | 0.5 | 0.6 | 0.6 | 0.6 | 0.6 | 0.7 | 0.7 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 3.8 | 4.9 | 4.9 | 5.4 | 5.6 | 5.9 | 6.2 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 180 | 210 | 200 | 230 | 260 | 260 | 250 |
| Arts, Entertainment & Recreation | 50 | 60 | 60 | 60 | 70 | 70 | 70 |
| Retail (incl. Motor Fuel) | 30 | 40 | 30 | 40 | 40 | 40 | 40 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 270 | 310 | 290 | 330 | 370 | 370 | 360 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 0.4 | 0.5 | 0.5 | 0.6 | 0.6 | 0.6 | 0.7 |
| State Taxes | 0.6 | 0.8 | 0.8 | 0.8 | 0.9 | 0.9 | 0.9 |
| Total Direct Taxes | 1.0 | 1.3 | 1.3 | 1.4 | 1.5 | 1.6 | 1.6 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Amador County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 12.5 | 17.1 | 17.7 | 19.2 | 21.0 | 25.8 | 28.7 |
| Private Campground | 15.6 | 23.7 | 20.8 | 22.1 | 21.9 | 23.4 | 24.5 |
| Public Campground | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Private Home | 10.1 | 12.3 | 12.8 | 13.4 | 14.0 | 14.1 | 14.4 |
| Vacation Home | 7.5 | 8.4 | 8.6 | 8.8 | 9.1 | 9.6 | 9.7 |
| Day Travel | 7.4 | 10.0 | 9.6 | 10.1 | 12.8 | 19.0 | 21.7 |
| Spending at Destination | 53.0 | 71.6 | 69.5 | 73.7 | 78.9 | 91.8 | 99.1 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 10.1 | 13.9 | 13.5 | 14.4 | 15.2 | 16.3 | 16.6 |
| Food & Beverage Services | 15.4 | 20.3 | 19.9 | 21.0 | 22.2 | 24.6 | 25.7 |
| Food Stores | 4.7 | 7.0 | 6.5 | 6.8 | 6.9 | 7.3 | 7.5 |
| Ground Tran. & Motor Fuel | 2.9 | 3.5 | 3.3 | 3.7 | 4.6 | 4.3 | 4.0 |
| Recreation, Entertainment | 9.1 | 12.2 | 12.0 | 12.7 | 13.8 | 21.1 | 27.2 |
| Shopping | 10.8 | 14.7 | 14.3 | 15.1 | 16.3 | 18.2 | 18.1 |
| Spending at Destination | 53.0 | 71.6 | 69.5 | 73.7 | 78.9 | 91.8 | 99.1 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 53.0 | 71.6 | 69.5 | 73.7 | 78.9 | 91.8 | 99.1 |
| Air Transp. & Travel Services | 0.0 | 0.2 | 0.2 | 0.2 | 0.3 | 0.3 | 0.1 |
| Total Direct Spending | 53.0 | 71.7 | 69.8 | 73.9 | 79.2 | 92.1 | 99.2 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 11.8 | 15.8 | 15.8 | 16.9 | 18.2 | 19.8 | 21.2 |
| Arts, Entertainment & Recreation | 2.9 | 3.9 | 3.9 | 4.1 | 5.6 | 10.7 | 13.8 |
| Retail (incl. Motor Fuel) | 2.1 | 2.8 | 2.8 | 2.9 | 3.1 | 3.5 | 3.6 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.0 | 0.5 | 0.7 | 0.7 | 1.0 | 1.0 | 0.5 |
| Auto Rental & other ground tran. | 0.1 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Total Direct Earnings | 17.0 | 23.2 | 23.3 | 24.8 | 28.1 | 35.2 | 39.2 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 720 | 870 | 820 | 820 | 920 | 960 | 980 |
| Arts, Entertainment & Recreation | 300 | 370 | 340 | 340 | 480 | 870 | 1,090 |
| Retail (incl. Motor Fuel) | 120 | 140 | 130 | 130 | 140 | 150 | 150 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 0 | 20 | 20 | 20 | 20 | 20 | 10 |
| Auto Rental & other ground tran. | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| Total Direct Employment | 1,150 | 1,420 | 1,330 | 1,320 | 1,570 | 2,010 | 2,240 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 0.6 | 0.9 | 0.9 | 1.0 | 1.0 | 1.1 | 1.1 |
| State Taxes | 2.1 | 2.9 | 2.8 | 3.0 | 3.2 | 3.7 | 3.9 |
| Total Direct Taxes | 2.8 | 3.8 | 3.7 | 4.0 | 4.3 | 4.8 | 5.0 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Butte County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 30.9 | 46.9 | 48.6 | 53.4 | 58.7 | 61.2 | 63.4 |
| Private Campground | 6.4 | 8.0 | 9.8 | 8.5 | 9.1 | 9.3 | 9.2 |
| Public Campground | 4.3 | 3.2 | 3.8 | 4.5 | 4.4 | 4.4 | 4.4 |
| Private Home | 25.9 | 30.8 | 31.2 | 32.8 | 34.9 | 34.2 | 34.5 |
| Vacation Home | 15.9 | 18.0 | 18.3 | 18.9 | 19.6 | 20.7 | 20.8 |
| Day Travel | 39.0 | 47.8 | 49.5 | 52.3 | 56.2 | 53.5 | 53.7 |
| Spending at Destination | 122.3 | 154.6 | 161.1 | 170.4 | 183.0 | 183.4 | 185.9 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 18.8 | 25.2 | 26.6 | 28.0 | 29.8 | 31.8 | 33.2 |
| Food & Beverage Services | 30.4 | 38.0 | 40.4 | 42.0 | 43.7 | 43.9 | 46.1 |
| Food Stores | 6.9 | 8.3 | 9.1 | 9.3 | 9.5 | 9.7 | 10.0 |
| Ground Tran. & Motor Fuel | 19.0 | 22.9 | 21.2 | 24.5 | 30.3 | 28.3 | 26.1 |
| Recreation, Entertainment | 18.7 | 24.1 | 25.5 | 26.7 | 28.0 | 28.1 | 28.9 |
| Shopping | 28.6 | 36.1 | 38.3 | 39.9 | 41.7 | 41.5 | 41.6 |
| Spending at Destination | 122.3 | 154.6 | 161.1 | 170.4 | 183.0 | 183.4 | 185.9 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 122.3 | 154.6 | 161.1 | 170.4 | 183.0 | 183.4 | 185.9 |
| Air Transp. & Travel Services | 4.1 | 7.8 | 9.3 | 7.6 | 7.8 | 8.2 | 7.6 |
| Total Direct Spending | 126.5 | 162.4 | 170.4 | 177.9 | 190.9 | 191.6 | 193.5 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 17.3 | 22.3 | 24.2 | 25.7 | 27.4 | 27.8 | 30.1 |
| Arts, Entertainment & Recreation | 8.9 | 11.5 | 12.1 | 12.7 | 13.3 | 13.4 | 13.8 |
| Retail (incl. Motor Fuel) | 5.3 | 6.1 | 6.5 | 6.9 | 7.2 | 7.6 | 7.7 |
| Air Transportation | 1.1 | 2.0 | 2.6 | 2.1 | 2.1 | 2.2 | 2.1 |
| Travel Arrangement Services | 3.0 | 3.9 | 3.9 | 3.5 | 3.1 | 2.9 | 2.9 |
| Auto Rental & other ground tran. | 0.5 | 0.6 | 0.6 | 0.7 | 0.7 | 0.7 | 0.7 |
| Total Direct Earnings | 36.1 | 46.4 | 50.0 | 51.5 | 53.8 | 54.7 | 57.2 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 1,400 | 1,630 | 1,770 | 1,790 | 1,800 | 1,740 | 1,830 |
| Arts, Entertainment & Recreation | 950 | 1,120 | 1,160 | 1,180 | 1,150 | 1,100 | 1,070 |
| Retail (incl. Motor Fuel) | 330 | 350 | 370 | 370 | 360 | 360 | 340 |
| Air Transportation | 30 | 50 | 60 | 50 | 50 | 50 | 40 |
| Travel Arrangement Services | 100 | 110 | 110 | 90 | 80 | 70 | 70 |
| Auto Rental & other ground tran. | 20 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total Direct Employment | 2,840 | 3,290 | 3,500 | 3,510 | 3,470 | 3,350 | 3,390 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 1.6 | 2.4 | 2.5 | 2.7 | 2.9 | 3.0 | 3.2 |
| State Taxes | 5.9 | 7.5 | 7.8 | 8.1 | 8.6 | 8.5 | 8.6 |
| Total Direct Taxes | 7.5 | 9.9 | 10.3 | 10.8 | 11.5 | 11.5 | 11.8 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Calaveras County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 7.7 | 12.8 | 14.6 | 19.7 | 20.3 | 22.8 | 23.6 |
| Private Campground | 9.1 | 12.3 | 11.6 | 12.7 | 12.6 | 13.0 | 13.0 |
| Public Campground | 19.4 | 21.2 | 21.6 | 22.2 | 23.0 | 23.6 | 23.7 |
| Private Home | 10.8 | 13.7 | 14.4 | 15.1 | 15.9 | 16.1 | 16.6 |
| Vacation Home | 24.6 | 27.9 | 28.6 | 29.3 | 30.2 | 31.3 | 31.9 |
| Day Travel | 12.7 | 15.2 | 15.6 | 16.7 | 17.2 | 16.9 | 17.2 |
| Spending at Destination | 84.3 | 103.2 | 106.4 | 115.6 | 119.2 | 123.7 | 126.0 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 16.2 | 20.2 | 21.1 | 23.4 | 24.1 | 25.5 | 25.8 |
| Food & Beverage Services | 23.0 | 27.7 | 28.8 | 31.3 | 31.9 | 33.2 | 34.7 |
| Food Stores | 9.9 | 12.0 | 12.2 | 12.8 | 12.9 | 13.5 | 13.8 |
| Ground Tran. & Motor Fuel | 3.0 | 3.6 | 3.3 | 3.8 | 4.8 | 4.4 | 4.1 |
| Recreation, Entertainment | 14.1 | 17.5 | 18.2 | 19.8 | 20.3 | 21.1 | 21.7 |
| Shopping | 18.1 | 22.2 | 22.9 | 24.6 | 25.2 | 26.1 | 26.0 |
| Spending at Destination | 84.3 | 103.2 | 106.4 | 115.6 | 119.2 | 123.7 | 126.0 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 84.3 | 103.2 | 106.4 | 115.6 | 119.2 | 123.7 | 126.0 |
| Air Transp. & Travel Services | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Total Direct Spending | 84.4 | 103.3 | 106.5 | 115.8 | 119.4 | 123.8 | 126.1 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 18.2 | 22.2 | 23.7 | 26.5 | 27.5 | 28.7 | 30.6 |
| Arts, Entertainment & Recreation | 5.2 | 6.4 | 6.6 | 7.2 | 7.4 | 7.7 | 7.9 |
| Retail (incl. Motor Fuel) | 4.5 | 5.4 | 5.6 | 6.0 | 6.2 | 6.6 | 6.7 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.3 | 0.2 | 0.3 | 0.4 | 0.3 | 0.3 | 0.3 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 28.2 | 34.2 | 36.2 | 40.1 | 41.4 | 43.3 | 45.5 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 1,190 | 1,310 | 1,270 | 1,450 | 1,430 | 1,420 | 1,380 |
| Arts, Entertainment & Recreation | 420 | 480 | 450 | 500 | 480 | 480 | 500 |
| Retail (incl. Motor Fuel) | 290 | 310 | 300 | 320 | 300 | 310 | 290 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 1,910 | 2,110 | 2,030 | 2,280 | 2,230 | 2,220 | 2,170 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 0.8 | 1.0 | 1.0 | 1.2 | 1.2 | 1.3 | 1.3 |
| State Taxes | 3.3 | 4.1 | 4.2 | 4.6 | 4.7 | 4.8 | 5.0 |
| Total Direct Taxes | 4.1 | 5.1 | 5.3 | 5.8 | 5.9 | 6.2 | 6.3 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Colusa County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|------|------|------|------|------|------|------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 7.2 | 8.1 | 8.4 | 9.2 | 9.8 | 9.9 | 10.0 |
| Private Campground | 3.2 | 3.8 | 3.6 | 4.0 | 5.1 | 5.2 | 5.1 |
| Public Campground | 1.7 | 0.4 | 1.5 | 1.6 | 1.8 | 1.8 | 1.8 |
| Private Home | 5.7 | 7.1 | 7.2 | 7.6 | 8.0 | 7.9 | 8.0 |
| Vacation Home | 4.1 | 4.7 | 4.8 | 4.9 | 5.1 | 5.3 | 5.3 |
| Day Travel | 4.4 | 4.7 | 5.2 | 5.5 | 6.0 | 5.8 | 5.8 |
| Spending at Destination | 26.3 | 28.7 | 30.7 | 32.7 | 35.7 | 35.8 | 36.0 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 4.6 | 5.0 | 5.3 | 5.6 | 6.2 | 6.3 | 6.3 |
| Food & Beverage Services | 7.4 | 7.9 | 8.5 | 9.0 | 9.5 | 9.6 | 10.0 |
| Food Stores | 2.0 | 1.9 | 2.3 | 2.4 | 2.7 | 2.8 | 2.8 |
| Ground Tran. & Motor Fuel | 2.5 | 3.0 | 2.8 | 3.2 | 4.0 | 3.8 | 3.4 |
| Recreation, Entertainment | 4.6 | 5.1 | 5.5 | 5.8 | 6.2 | 6.2 | 6.3 |
| Shopping | 5.3 | 5.8 | 6.3 | 6.7 | 7.1 | 7.2 | 7.1 |
| Spending at Destination | 26.3 | 28.7 | 30.7 | 32.7 | 35.7 | 35.8 | 36.0 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 26.3 | 28.7 | 30.7 | 32.7 | 35.7 | 35.8 | 36.0 |
| Air Transp. & Travel Services | 0.0 | 0.1 | 0.1 | 0.1 | 0.3 | 0.3 | 0.4 |
| Total Direct Spending | 26.4 | 28.8 | 30.8 | 32.7 | 36.1 | 36.2 | 36.3 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 3.0 | 3.2 | 3.6 | 3.8 | 4.2 | 4.2 | 4.4 |
| Arts, Entertainment & Recreation | 1.4 | 1.6 | 1.7 | 1.8 | 1.9 | 1.9 | 2.0 |
| Retail (incl. Motor Fuel) | 1.1 | 1.1 | 1.3 | 1.4 | 1.5 | 1.6 | 1.6 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.1 | 0.2 | 0.2 | 0.2 | 1.0 | 1.0 | 1.1 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 5.7 | 6.2 | 6.7 | 7.2 | 8.6 | 8.7 | 9.1 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 290 | 290 | 270 | 280 | 300 | 290 | 280 |
| Arts, Entertainment & Recreation | 150 | 160 | 140 | 140 | 150 | 140 | 150 |
| Retail (incl. Motor Fuel) | 80 | 80 | 70 | 70 | 80 | 80 | 70 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 10 | 10 | 10 | 10 | 20 | 20 | 20 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 530 | 520 | 500 | 500 | 550 | 530 | 530 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 0.4 | 0.4 | 0.4 | 0.4 | 0.5 | 0.5 | 0.5 |
| State Taxes | 1.1 | 1.3 | 1.4 | 1.4 | 1.6 | 1.6 | 1.6 |
| Total Direct Taxes | 1.5 | 1.7 | 1.8 | 1.9 | 2.1 | 2.1 | 2.1 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Contra Costa County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|--------|--------|--------|--------|--------|--------|--------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 194.1 | 294.4 | 329.5 | 361.0 | 399.9 | 364.1 | 328.6 |
| Private Campground | 15.3 | 19.9 | 18.1 | 21.3 | 26.0 | 26.6 | 26.1 |
| Public Campground | 4.6 | 4.6 | 4.6 | 5.1 | 5.4 | 5.6 | 5.4 |
| Private Home | 180.9 | 216.0 | 216.0 | 229.9 | 250.4 | 250.0 | 251.3 |
| Vacation Home | 20.1 | 22.6 | 23.0 | 23.6 | 24.7 | 26.6 | 26.7 |
| Day Travel | 183.7 | 230.3 | 234.6 | 253.5 | 277.7 | 257.6 | 252.4 |
| Spending at Destination | 598.5 | 787.9 | 825.8 | 894.3 | 984.1 | 930.5 | 890.6 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 69.2 | 103.5 | 116.4 | 125.9 | 141.5 | 131.8 | 115.9 |
| Food & Beverage Services | 134.8 | 177.3 | 192.6 | 204.1 | 212.8 | 202.0 | 203.2 |
| Food Stores | 22.4 | 29.9 | 31.8 | 33.5 | 35.0 | 34.5 | 34.8 |
| Ground Tran. & Motor Fuel | 157.7 | 190.6 | 176.8 | 203.8 | 251.5 | 235.2 | 217.1 |
| Recreation, Entertainment | 87.9 | 118.6 | 128.1 | 136.2 | 143.0 | 135.8 | 134.3 |
| Shopping | 126.6 | 167.9 | 180.0 | 190.8 | 200.3 | 191.3 | 185.3 |
| Spending at Destination | 598.5 | 787.9 | 825.8 | 894.3 | 984.1 | 930.5 | 890.6 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 598.5 | 787.9 | 825.8 | 894.3 | 984.1 | 930.5 | 890.6 |
| Air Transp. & Travel Services | 8.1 | 11.0 | 13.0 | 11.1 | 11.2 | 10.6 | 11.5 |
| Total Direct Spending | 606.7 | 798.9 | 838.7 | 905.4 | 995.3 | 941.1 | 902.1 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 103.0 | 141.5 | 159.4 | 172.1 | 187.5 | 173.9 | 171.3 |
| Arts, Entertainment & Recreation | 42.0 | 56.7 | 61.2 | 65.1 | 68.3 | 64.9 | 64.1 |
| Retail (incl. Motor Fuel) | 25.7 | 30.4 | 32.5 | 35.1 | 37.1 | 37.9 | 37.5 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 25.3 | 34.3 | 40.3 | 34.5 | 35.0 | 32.9 | 35.7 |
| Auto Rental & other ground tran. | 2.1 | 2.7 | 2.9 | 3.1 | 3.3 | 3.2 | 3.3 |
| Total Direct Earnings | 198.1 | 265.6 | 296.3 | 309.8 | 331.1 | 312.7 | 311.9 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 8,440 | 10,810 | 11,620 | 13,690 | 15,170 | 12,770 | 12,260 |
| Arts, Entertainment & Recreation | 2,690 | 3,430 | 3,490 | 4,020 | 4,160 | 3,580 | 3,310 |
| Retail (incl. Motor Fuel) | 1,870 | 2,060 | 2,120 | 2,320 | 2,320 | 2,180 | 2,070 |
| Air Transportation | 2,450 | 3,570 | 3,470 | 3,570 | 3,530 | 3,410 | 2,950 |
| Travel Arrangement Services | 2,170 | 2,090 | 2,020 | 1,990 | 1,950 | 1,840 | 1,630 |
| Auto Rental & other ground tran. | 1,030 | 1,250 | 1,260 | 1,280 | 1,270 | 1,170 | 1,150 |
| Total Direct Employment | 18,660 | 23,190 | 23,990 | 26,880 | 28,400 | 24,950 | 23,360 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 13.3 | 18.6 | 20.1 | 21.7 | 24.2 | 22.6 | 20.9 |
| State Taxes | 33.4 | 43.7 | 45.8 | 48.2 | 51.6 | 48.9 | 48.0 |
| Total Direct Taxes | 46.6 | 62.3 | 65.9 | 70.0 | 75.8 | 71.5 | 68.9 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Del Norte County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 16.3 | 19.4 | 20.7 | 21.8 | 22.6 | 23.6 | 24.4 |
| Private Campground | 28.3 | 30.4 | 26.1 | 28.9 | 29.2 | 30.1 | 30.2 |
| Public Campground | 1.6 | 1.9 | 1.9 | 2.0 | 2.0 | 2.1 | 2.1 |
| Private Home | 7.7 | 9.4 | 9.8 | 10.2 | 10.7 | 10.5 | 10.7 |
| Vacation Home | 1.5 | 1.7 | 1.8 | 1.8 | 1.9 | 2.0 | 2.0 |
| Day Travel | 12.2 | 13.6 | 12.8 | 13.8 | 14.1 | 13.7 | 13.9 |
| Spending at Destination | 67.6 | 76.4 | 73.1 | 78.5 | 80.6 | 82.0 | 83.3 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 12.7 | 14.4 | 14.0 | 15.0 | 15.3 | 16.1 | 16.3 |
| Food & Beverage Services | 20.1 | 22.2 | 21.4 | 22.9 | 23.2 | 23.5 | 24.5 |
| Food Stores | 7.8 | 8.9 | 8.1 | 8.7 | 8.8 | 9.1 | 9.2 |
| Ground Tran. & Motor Fuel | 1.7 | 2.0 | 1.8 | 2.2 | 2.7 | 2.5 | 2.3 |
| Recreation, Entertainment | 11.2 | 12.8 | 12.5 | 13.3 | 13.7 | 13.8 | 14.1 |
| Shopping | 14.1 | 16.1 | 15.4 | 16.5 | 16.9 | 17.0 | 16.9 |
| Spending at Destination | 67.6 | 76.4 | 73.1 | 78.5 | 80.6 | 82.0 | 83.3 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 67.6 | 76.4 | 73.1 | 78.5 | 80.6 | 82.0 | 83.3 |
| Air Transp. & Travel Services | 0.0 | 0.1 | 0.1 | 0.1 | 0.3 | 0.3 | 0.4 |
| Total Direct Spending | 67.6 | 76.5 | 73.1 | 78.6 | 81.0 | 82.3 | 83.7 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 15.4 | 17.0 | 16.8 | 18.2 | 18.8 | 19.1 | 20.3 |
| Arts, Entertainment & Recreation | 9.0 | 10.3 | 10.0 | 10.7 | 11.0 | 11.1 | 11.3 |
| Retail (incl. Motor Fuel) | 3.0 | 3.3 | 3.1 | 3.4 | 3.5 | 3.7 | 3.7 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.1 | 0.2 | 0.2 | 0.2 | 1.0 | 1.0 | 1.1 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 27.5 | 30.8 | 30.1 | 32.5 | 34.3 | 34.8 | 36.4 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 1,080 | 1,090 | 1,000 | 1,080 | 1,110 | 1,070 | 1,060 |
| Arts, Entertainment & Recreation | 740 | 780 | 700 | 750 | 750 | 720 | 540 |
| Retail (incl. Motor Fuel) | 210 | 200 | 190 | 200 | 190 | 190 | 180 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 10 | 10 | 10 | 10 | 20 | 20 | 20 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 2,030 | 2,080 | 1,890 | 2,030 | 2,070 | 2,000 | 1,810 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 0.9 | 1.3 | 1.3 | 1.4 | 1.5 | 1.5 | 1.6 |
| State Taxes | 2.7 | 3.1 | 3.0 | 3.2 | 3.3 | 3.3 | 3.4 |
| Total Direct Taxes | 3.6 | 4.4 | 4.3 | 4.6 | 4.7 | 4.8 | 4.9 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

El Dorado County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|--------|--------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 250.8 | 268.9 | 286.6 | 302.7 | 307.7 | 307.1 | 311.4 |
| Private Campground | 20.5 | 35.1 | 29.8 | 31.6 | 31.4 | 32.2 | 32.1 |
| Public Campground | 6.3 | 7.1 | 7.1 | 7.5 | 8.2 | 8.4 | 8.4 |
| Private Home | 34.9 | 44.0 | 45.8 | 48.2 | 51.1 | 51.6 | 53.2 |
| Vacation Home | 49.2 | 55.9 | 57.2 | 58.7 | 60.7 | 64.7 | 66.6 |
| Day Travel | 54.9 | 64.7 | 66.1 | 69.6 | 71.2 | 68.7 | 69.7 |
| Spending at Destination | 416.7 | 475.7 | 492.6 | 518.3 | 530.2 | 532.8 | 541.4 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 103.4 | 115.3 | 120.9 | 126.9 | 130.9 | 130.8 | 133.2 |
| Food & Beverage Services | 113.0 | 126.1 | 131.6 | 137.5 | 137.6 | 139.0 | 144.8 |
| Food Stores | 16.8 | 22.1 | 21.9 | 22.8 | 22.9 | 23.6 | 24.3 |
| Ground Tran. & Motor Fuel | 18.1 | 21.8 | 20.1 | 23.3 | 28.9 | 27.0 | 24.8 |
| Recreation, Entertainment | 88.0 | 100.3 | 104.7 | 109.6 | 110.8 | 112.6 | 115.2 |
| Shopping | 77.4 | 90.1 | 93.5 | 98.1 | 99.2 | 99.7 | 99.2 |
| Spending at Destination | 416.7 | 475.7 | 492.6 | 518.3 | 530.2 | 532.8 | 541.4 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 416.7 | 475.7 | 492.6 | 518.3 | 530.2 | 532.8 | 541.4 |
| Air Transp. & Travel Services | 0.4 | 0.7 | 1.0 | 2.6 | 2.2 | 2.1 | 2.4 |
| Total Direct Spending | 417.1 | 476.4 | 493.6 | 520.9 | 532.5 | 534.9 | 543.8 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 97.0 | 107.7 | 115.1 | 121.5 | 125.0 | 123.5 | 130.4 |
| Arts, Entertainment & Recreation | 39.3 | 44.8 | 46.7 | 48.9 | 49.5 | 50.2 | 51.4 |
| Retail (incl. Motor Fuel) | 13.7 | 15.2 | 15.8 | 16.7 | 17.0 | 18.3 | 18.4 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 1.3 | 2.1 | 3.0 | 8.2 | 7.0 | 6.6 | 7.4 |
| Auto Rental & other ground tran. | 0.3 | 0.3 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 |
| Total Direct Earnings | 151.5 | 170.1 | 180.9 | 195.6 | 198.8 | 199.0 | 208.1 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 5,390 | 5,430 | 5,450 | 5,740 | 5,850 | 5,530 | 5,660 |
| Arts, Entertainment & Recreation | 3,290 | 3,440 | 3,320 | 3,500 | 3,460 | 3,350 | 3,300 |
| Retail (incl. Motor Fuel) | 700 | 710 | 700 | 720 | 700 | 720 | 710 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 100 | 110 | 160 | 230 | 190 | 180 | 170 |
| Auto Rental & other ground tran. | 10 | 20 | 20 | 20 | 20 | 20 | 20 |
| Total Direct Employment | 9,480 | 9,710 | 9,640 | 10,210 | 10,230 | 9,790 | 9,850 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 10.1 | 11.2 | 11.9 | 12.6 | 13.0 | 12.9 | 13.1 |
| State Taxes | 16.0 | 18.6 | 19.3 | 20.3 | 20.6 | 20.6 | 21.1 |
| Total Direct Taxes | 26.1 | 29.8 | 31.1 | 32.9 | 33.6 | 33.5 | 34.2 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Fresno County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|--------|--------|--------|--------|--------|--------|--------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 212.0 | 228.6 | 240.6 | 250.0 | 277.4 | 284.9 | 282.6 |
| Private Campground | 27.1 | 37.6 | 33.2 | 35.9 | 41.9 | 42.4 | 42.1 |
| Public Campground | 10.4 | 11.6 | 11.9 | 12.5 | 14.3 | 14.4 | 14.3 |
| Private Home | 103.4 | 129.8 | 133.2 | 141.4 | 151.3 | 148.8 | 150.4 |
| Vacation Home | 44.4 | 50.9 | 52.1 | 53.7 | 55.8 | 58.7 | 59.1 |
| Day Travel | 175.3 | 208.7 | 212.1 | 224.7 | 245.8 | 233.4 | 232.3 |
| Spending at Destination | 572.7 | 667.2 | 683.1 | 718.3 | 786.4 | 782.7 | 780.8 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 87.9 | 96.9 | 101.0 | 103.9 | 112.3 | 118.2 | 119.9 |
| Food & Beverage Services | 134.8 | 151.5 | 158.1 | 163.0 | 173.3 | 174.1 | 179.4 |
| Food Stores | 25.1 | 31.1 | 31.9 | 32.9 | 35.0 | 35.7 | 36.5 |
| Ground Tran. & Motor Fuel | 120.5 | 149.5 | 144.8 | 162.0 | 191.6 | 180.8 | 172.4 |
| Recreation, Entertainment | 82.7 | 95.6 | 99.4 | 102.9 | 110.1 | 110.5 | 111.7 |
| Shopping | 121.7 | 142.6 | 148.0 | 153.5 | 164.0 | 163.3 | 161.0 |
| Spending at Destination | 572.7 | 667.2 | 683.1 | 718.3 | 786.4 | 782.7 | 780.8 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 572.7 | 667.2 | 683.1 | 718.3 | 786.4 | 782.7 | 780.8 |
| Air Transp. & Travel Services | 17.1 | 23.8 | 22.9 | 26.3 | 28.3 | 29.3 | 28.2 |
| Total Direct Spending | 589.8 | 691.0 | 706.0 | 744.6 | 814.7 | 811.9 | 808.9 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 77.5 | 85.8 | 91.7 | 95.7 | 104.1 | 105.1 | 110.8 |
| Arts, Entertainment & Recreation | 36.7 | 42.4 | 44.1 | 45.7 | 48.9 | 49.1 | 49.6 |
| Retail (incl. Motor Fuel) | 22.8 | 25.0 | 26.0 | 27.5 | 29.5 | 31.2 | 31.2 |
| Air Transportation | 4.5 | 5.3 | 5.0 | 6.3 | 6.8 | 7.2 | 6.6 |
| Travel Arrangement Services | 14.1 | 20.7 | 23.3 | 21.5 | 19.7 | 18.5 | 21.3 |
| Auto Rental & other ground tran. | 6.0 | 8.0 | 8.5 | 8.9 | 9.5 | 9.2 | 9.5 |
| Total Direct Earnings | 161.7 | 187.3 | 198.7 | 205.6 | 218.5 | 220.3 | 228.9 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 8,440 | 10,810 | 11,620 | 13,690 | 15,170 | 12,770 | 12,260 |
| Arts, Entertainment & Recreation | 2,690 | 3,430 | 3,490 | 4,020 | 4,160 | 3,580 | 3,310 |
| Retail (incl. Motor Fuel) | 1,870 | 2,060 | 2,120 | 2,320 | 2,320 | 2,180 | 2,070 |
| Air Transportation | 2,450 | 3,570 | 3,470 | 3,570 | 3,530 | 3,410 | 2,950 |
| Travel Arrangement Services | 2,170 | 2,090 | 2,020 | 1,990 | 1,950 | 1,840 | 1,630 |
| Auto Rental & other ground tran. | 1,030 | 1,250 | 1,260 | 1,280 | 1,270 | 1,170 | 1,150 |
| Total Direct Employment | 18,660 | 23,190 | 23,990 | 26,880 | 28,400 | 24,950 | 23,360 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 12.5 | 14.2 | 14.5 | 14.9 | 16.3 | 16.5 | 16.7 |
| State Taxes | 28.1 | 33.9 | 35.0 | 36.3 | 39.0 | 38.4 | 38.5 |
| Total Direct Taxes | 40.7 | 48.1 | 49.5 | 51.2 | 55.3 | 54.9 | 55.2 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Glenn County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|------|------|------|------|------|------|------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 7.9 | 9.9 | 10.5 | 11.5 | 12.4 | 12.5 | 12.6 |
| Private Campground | 2.3 | 3.6 | 3.4 | 3.8 | 4.9 | 4.9 | 4.9 |
| Public Campground | 1.5 | 1.7 | 1.7 | 1.7 | 1.9 | 1.9 | 1.8 |
| Private Home | 8.9 | 10.4 | 10.6 | 11.0 | 11.6 | 11.3 | 11.4 |
| Vacation Home | 0.7 | 0.8 | 0.8 | 0.8 | 0.8 | 0.9 | 0.9 |
| Day Travel | 4.7 | 5.8 | 5.9 | 6.2 | 6.8 | 6.4 | 6.4 |
| Spending at Destination | 26.1 | 32.1 | 32.8 | 35.1 | 38.3 | 37.9 | 38.0 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 3.3 | 4.3 | 4.5 | 4.9 | 5.4 | 5.5 | 5.5 |
| Food & Beverage Services | 7.4 | 8.9 | 9.3 | 9.7 | 10.3 | 10.2 | 10.6 |
| Food Stores | 2.0 | 2.5 | 2.6 | 2.7 | 2.9 | 3.0 | 3.0 |
| Ground Tran. & Motor Fuel | 3.5 | 4.2 | 3.9 | 4.5 | 5.7 | 5.3 | 4.8 |
| Recreation, Entertainment | 4.5 | 5.5 | 5.8 | 6.1 | 6.4 | 6.4 | 6.5 |
| Shopping | 5.4 | 6.6 | 6.8 | 7.2 | 7.6 | 7.6 | 7.5 |
| Spending at Destination | 26.1 | 32.1 | 32.8 | 35.1 | 38.3 | 37.9 | 38.0 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 26.1 | 32.1 | 32.8 | 35.1 | 38.3 | 37.9 | 38.0 |
| Air Transp. & Travel Services | 0.0 | 0.1 | 0.1 | 0.1 | 0.7 | 0.6 | 0.7 |
| Total Direct Spending | 26.1 | 32.2 | 32.9 | 35.1 | 38.9 | 38.5 | 38.7 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 5.3 | 6.4 | 6.9 | 7.4 | 8.0 | 8.0 | 8.5 |
| Arts, Entertainment & Recreation | 2.2 | 2.7 | 2.8 | 2.9 | 3.1 | 3.1 | 3.1 |
| Retail (incl. Motor Fuel) | 1.2 | 1.4 | 1.5 | 1.6 | 1.7 | 1.7 | 1.8 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.1 | 0.2 | 0.2 | 0.2 | 2.1 | 1.9 | 2.2 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 8.8 | 10.7 | 11.3 | 12.1 | 14.8 | 14.7 | 15.5 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 360 | 400 | 380 | 420 | 420 | 400 | 400 |
| Arts, Entertainment & Recreation | 250 | 290 | 260 | 280 | 280 | 260 | 330 |
| Retail (incl. Motor Fuel) | 90 | 100 | 90 | 100 | 100 | 100 | 90 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 10 | 10 | 10 | 10 | 30 | 30 | 40 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 710 | 790 | 740 | 810 | 830 | 790 | 860 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 0.4 | 0.5 | 0.5 | 0.5 | 0.6 | 0.6 | 0.6 |
| State Taxes | 1.2 | 1.5 | 1.6 | 1.7 | 1.8 | 1.8 | 1.8 |
| Total Direct Taxes | 1.6 | 2.0 | 2.1 | 2.2 | 2.4 | 2.4 | 2.4 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Humboldt County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 73.8 | 80.2 | 84.0 | 91.8 | 97.7 | 99.4 | 102.3 |
| Private Campground | 18.2 | 22.3 | 18.9 | 21.1 | 21.8 | 22.3 | 22.1 |
| Public Campground | 12.0 | 10.7 | 10.9 | 12.2 | 13.0 | 13.3 | 13.1 |
| Private Home | 40.9 | 48.0 | 49.2 | 51.0 | 53.6 | 52.2 | 52.8 |
| Vacation Home | 8.1 | 9.3 | 9.5 | 9.7 | 10.1 | 10.3 | 10.4 |
| Day Travel | 30.6 | 34.1 | 34.1 | 36.6 | 38.4 | 36.5 | 36.9 |
| Spending at Destination | 183.6 | 204.6 | 206.5 | 222.3 | 234.6 | 234.0 | 237.5 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 32.1 | 35.3 | 36.2 | 39.2 | 41.0 | 42.6 | 43.9 |
| Food & Beverage Services | 52.8 | 57.3 | 58.7 | 62.3 | 64.2 | 64.1 | 67.0 |
| Food Stores | 13.2 | 15.0 | 14.9 | 15.9 | 16.2 | 16.4 | 16.8 |
| Ground Tran. & Motor Fuel | 16.6 | 19.9 | 18.3 | 21.2 | 26.5 | 24.7 | 22.6 |
| Recreation, Entertainment | 32.1 | 35.9 | 36.8 | 39.2 | 40.7 | 40.4 | 41.5 |
| Shopping | 36.7 | 41.1 | 41.7 | 44.4 | 46.1 | 45.7 | 45.6 |
| Spending at Destination | 183.6 | 204.6 | 206.5 | 222.3 | 234.6 | 234.0 | 237.5 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 183.6 | 204.6 | 206.5 | 222.3 | 234.6 | 234.0 | 237.5 |
| Air Transp. & Travel Services | 1.4 | 2.3 | 2.3 | 2.4 | 2.4 | 2.4 | 2.2 |
| Total Direct Spending | 185.0 | 206.9 | 208.8 | 224.7 | 237.0 | 236.4 | 239.7 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 36.1 | 39.0 | 40.9 | 44.3 | 46.5 | 46.6 | 49.9 |
| Arts, Entertainment & Recreation | 12.2 | 13.6 | 13.9 | 14.8 | 15.4 | 15.3 | 15.7 |
| Retail (incl. Motor Fuel) | 7.3 | 7.8 | 7.9 | 8.5 | 8.9 | 9.4 | 9.5 |
| Air Transportation | 0.3 | 0.5 | 0.5 | 0.6 | 0.5 | 0.6 | 0.5 |
| Travel Arrangement Services | 1.8 | 2.2 | 2.0 | 2.1 | 2.0 | 1.9 | 1.7 |
| Auto Rental & other ground tran. | 0.1 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Total Direct Earnings | 57.8 | 63.3 | 65.4 | 70.5 | 73.6 | 73.9 | 77.5 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 2,630 | 2,580 | 2,550 | 2,720 | 2,760 | 2,630 | 2,670 |
| Arts, Entertainment & Recreation | 1,530 | 1,570 | 1,490 | 1,580 | 1,560 | 1,480 | 1,100 |
| Retail (incl. Motor Fuel) | 460 | 450 | 430 | 450 | 440 | 440 | 420 |
| Air Transportation | 10 | 10 | 10 | 20 | 20 | 20 | 10 |
| Travel Arrangement Services | 80 | 80 | 70 | 80 | 70 | 70 | 50 |
| Auto Rental & other ground tran. | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| Total Direct Employment | 4,710 | 4,690 | 4,560 | 4,860 | 4,860 | 4,640 | 4,260 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 3.4 | 3.9 | 4.0 | 4.3 | 4.5 | 4.6 | 4.8 |
| State Taxes | 8.0 | 9.1 | 9.3 | 9.8 | 10.3 | 10.1 | 10.3 |
| Total Direct Taxes | 11.4 | 13.0 | 13.3 | 14.1 | 14.8 | 14.7 | 15.1 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Imperial County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 32.0 | 32.4 | 35.8 | 40.7 | 45.4 | 45.1 | 46.3 |
| Private Campground | 39.7 | 79.6 | 64.6 | 64.2 | 73.7 | 75.6 | 75.5 |
| Public Campground | 2.2 | 2.3 | 2.4 | 2.8 | 2.5 | 2.6 | 2.6 |
| Private Home | 38.2 | 48.6 | 51.2 | 54.2 | 57.4 | 57.2 | 59.0 |
| Vacation Home | 9.6 | 10.8 | 11.1 | 11.3 | 11.7 | 12.3 | 12.6 |
| Day Travel | 27.1 | 40.2 | 37.7 | 39.2 | 43.0 | 41.3 | 41.9 |
| Spending at Destination | 148.8 | 213.9 | 202.9 | 212.5 | 233.8 | 234.1 | 237.8 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 22.4 | 31.9 | 30.0 | 31.6 | 35.2 | 36.0 | 36.4 |
| Food & Beverage Services | 44.0 | 61.8 | 59.4 | 61.8 | 66.9 | 67.0 | 70.0 |
| Food Stores | 13.9 | 24.3 | 21.7 | 22.0 | 24.0 | 24.7 | 25.3 |
| Ground Tran. & Motor Fuel | 10.6 | 12.7 | 11.7 | 13.5 | 16.9 | 15.7 | 14.4 |
| Recreation, Entertainment | 26.0 | 36.5 | 35.5 | 37.2 | 40.4 | 40.3 | 41.3 |
| Shopping | 31.9 | 46.7 | 44.6 | 46.4 | 50.5 | 50.5 | 50.4 |
| Spending at Destination | 148.8 | 213.9 | 202.9 | 212.5 | 233.8 | 234.1 | 237.8 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 148.8 | 213.9 | 202.9 | 212.5 | 233.8 | 234.1 | 237.8 |
| Air Transp. & Travel Services | 1.7 | 2.1 | 1.9 | 2.1 | 2.1 | 2.2 | 2.0 |
| Total Direct Spending | 150.6 | 216.0 | 204.8 | 214.5 | 235.8 | 236.2 | 239.9 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 23.0 | 32.0 | 31.3 | 33.2 | 36.7 | 36.8 | 39.3 |
| Arts, Entertainment & Recreation | 11.2 | 15.7 | 15.3 | 16.0 | 17.4 | 17.4 | 17.8 |
| Retail (incl. Motor Fuel) | 6.1 | 8.9 | 8.5 | 8.8 | 9.7 | 10.2 | 10.4 |
| Air Transportation | 0.4 | 0.5 | 0.5 | 0.6 | 0.6 | 0.6 | 0.5 |
| Travel Arrangement Services | 1.5 | 1.2 | 1.2 | 0.8 | 0.8 | 0.8 | 0.9 |
| Auto Rental & other ground tran. | 0.1 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Total Direct Earnings | 42.4 | 58.5 | 56.9 | 59.6 | 65.4 | 65.9 | 69.1 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 1,790 | 2,270 | 2,040 | 2,090 | 2,250 | 2,150 | 2,200 |
| Arts, Entertainment & Recreation | 1,170 | 1,510 | 1,330 | 1,360 | 1,420 | 1,350 | 1,250 |
| Retail (incl. Motor Fuel) | 410 | 530 | 470 | 470 | 480 | 480 | 470 |
| Air Transportation | 10 | 10 | 10 | 20 | 20 | 20 | 10 |
| Travel Arrangement Services | 60 | 40 | 50 | 30 | 30 | 30 | 30 |
| Auto Rental & other ground tran. | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| Total Direct Employment | 3,450 | 4,380 | 3,900 | 3,970 | 4,210 | 4,030 | 3,970 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 2.4 | 3.4 | 3.4 | 3.6 | 3.9 | 3.9 | 4.0 |
| State Taxes | 6.5 | 9.3 | 8.9 | 9.3 | 10.1 | 10.0 | 10.2 |
| Total Direct Taxes | 8.9 | 12.6 | 12.3 | 12.8 | 14.0 | 13.9 | 14.2 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Inyo County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 53.5 | 67.6 | 71.4 | 74.8 | 78.4 | 76.9 | 83.4 |
| Private Campground | 17.1 | 27.4 | 21.8 | 22.0 | 24.0 | 24.7 | 24.6 |
| Public Campground | 13.9 | 15.7 | 16.0 | 16.6 | 17.5 | 17.9 | 17.8 |
| Private Home | 6.0 | 6.7 | 6.8 | 7.0 | 7.2 | 7.1 | 7.1 |
| Vacation Home | 2.5 | 2.9 | 2.9 | 3.0 | 3.1 | 3.2 | 3.2 |
| Day Travel | 13.6 | 17.5 | 16.9 | 17.5 | 18.3 | 17.4 | 18.0 |
| Spending at Destination | 106.6 | 137.9 | 136.0 | 140.9 | 148.6 | 147.2 | 154.1 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 24.5 | 32.3 | 32.5 | 33.7 | 35.6 | 35.7 | 38.2 |
| Food & Beverage Services | 29.6 | 37.5 | 37.3 | 38.3 | 39.5 | 39.1 | 42.1 |
| Food Stores | 9.2 | 12.6 | 11.7 | 11.9 | 12.3 | 12.7 | 13.0 |
| Ground Tran. & Motor Fuel | 6.8 | 8.1 | 7.4 | 8.6 | 10.8 | 10.1 | 9.2 |
| Recreation, Entertainment | 17.0 | 22.0 | 22.1 | 22.8 | 23.7 | 23.3 | 24.6 |
| Shopping | 19.5 | 25.3 | 24.9 | 25.6 | 26.6 | 26.4 | 26.9 |
| Spending at Destination | 106.6 | 137.9 | 136.0 | 140.9 | 148.6 | 147.2 | 154.1 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 106.6 | 137.9 | 136.0 | 140.9 | 148.6 | 147.2 | 154.1 |
| Air Transp. & Travel Services | 0.0 | 0.1 | 0.1 | 0.1 | 0.3 | 0.3 | 0.4 |
| Total Direct Spending | 106.6 | 137.9 | 136.0 | 141.0 | 148.9 | 147.5 | 154.4 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 16.1 | 20.7 | 21.1 | 22.0 | 23.2 | 22.8 | 25.1 |
| Arts, Entertainment & Recreation | 4.9 | 6.3 | 6.3 | 6.5 | 6.8 | 6.7 | 7.0 |
| Retail (incl. Motor Fuel) | 4.0 | 5.0 | 4.9 | 5.1 | 5.4 | 5.6 | 5.8 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.1 | 0.2 | 0.2 | 0.2 | 1.0 | 1.0 | 1.1 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 25.1 | 32.2 | 32.6 | 33.8 | 36.4 | 36.0 | 39.0 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 1,260 | 1,470 | 1,190 | 1,640 | 1,380 | 1,290 | 1,490 |
| Arts, Entertainment & Recreation | 690 | 820 | 640 | 900 | 730 | 680 | 740 |
| Retail (incl. Motor Fuel) | 250 | 290 | 230 | 310 | 250 | 250 | 240 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 10 | 10 | 10 | 10 | 20 | 20 | 20 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 2,220 | 2,590 | 2,070 | 2,860 | 2,380 | 2,240 | 2,490 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 2.5 | 3.2 | 3.3 | 3.4 | 3.6 | 3.6 | 3.9 |
| State Taxes | 4.3 | 5.5 | 5.5 | 5.6 | 5.9 | 5.8 | 6.1 |
| Total Direct Taxes | 6.8 | 8.7 | 8.8 | 9.1 | 9.5 | 9.4 | 9.9 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Kern County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|--------|--------|--------|--------|--------|--------|--------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 185.0 | 215.2 | 232.1 | 226.7 | 229.6 | 236.6 | 232.6 |
| Private Campground | 105.9 | 135.1 | 113.6 | 120.3 | 142.2 | 144.0 | 141.9 |
| Public Campground | 9.8 | 10.7 | 11.1 | 11.6 | 12.8 | 12.9 | 12.6 |
| Private Home | 78.6 | 97.8 | 101.0 | 107.8 | 116.2 | 114.5 | 115.6 |
| Vacation Home | 75.6 | 86.0 | 87.9 | 90.8 | 94.6 | 98.5 | 99.2 |
| Day Travel | 187.3 | 226.8 | 224.1 | 233.2 | 252.9 | 241.9 | 240.0 |
| Spending at Destination | 642.2 | 771.6 | 769.8 | 790.4 | 848.2 | 848.4 | 841.9 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 113.4 | 133.9 | 137.3 | 136.1 | 140.5 | 146.8 | 145.7 |
| Food & Beverage Services | 155.3 | 183.0 | 185.8 | 186.2 | 192.4 | 194.4 | 200.9 |
| Food Stores | 39.4 | 50.0 | 48.0 | 48.8 | 52.1 | 53.7 | 54.9 |
| Ground Tran. & Motor Fuel | 102.1 | 122.8 | 112.9 | 130.9 | 162.9 | 152.1 | 139.5 |
| Recreation, Entertainment | 93.2 | 112.7 | 114.9 | 115.5 | 119.7 | 120.8 | 122.4 |
| Shopping | 138.8 | 169.2 | 170.9 | 172.8 | 180.5 | 180.8 | 178.6 |
| Spending at Destination | 642.2 | 771.6 | 769.8 | 790.4 | 848.2 | 848.4 | 841.9 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 642.2 | 771.6 | 769.8 | 790.4 | 848.2 | 848.4 | 841.9 |
| Air Transp. & Travel Services | 2.6 | 4.4 | 4.5 | 4.6 | 37.3 | 39.4 | 36.0 |
| Total Direct Spending | 644.8 | 775.9 | 774.3 | 795.0 | 885.5 | 887.8 | 877.8 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 98.5 | 115.1 | 120.1 | 120.8 | 126.4 | 128.0 | 134.2 |
| Arts, Entertainment & Recreation | 44.1 | 53.3 | 54.3 | 54.7 | 56.7 | 57.1 | 57.9 |
| Retail (incl. Motor Fuel) | 28.3 | 32.4 | 32.8 | 34.0 | 36.1 | 38.0 | 38.0 |
| Air Transportation | 0.4 | 0.9 | 0.9 | 1.0 | 11.0 | 11.7 | 10.7 |
| Travel Arrangement Services | 4.6 | 4.3 | 5.0 | 4.9 | 4.7 | 4.4 | 3.9 |
| Auto Rental & other ground tran. | 1.4 | 1.9 | 2.0 | 2.1 | 2.3 | 2.2 | 2.2 |
| Total Direct Earnings | 177.3 | 208.0 | 215.2 | 217.4 | 237.1 | 241.4 | 247.0 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 6,800 | 7,220 | 7,140 | 7,150 | 7,230 | 6,970 | 7,040 |
| Arts, Entertainment & Recreation | 4,040 | 4,490 | 4,260 | 4,310 | 4,250 | 4,080 | 4,110 |
| Retail (incl. Motor Fuel) | 1,590 | 1,650 | 1,600 | 1,630 | 1,620 | 1,610 | 1,570 |
| Air Transportation | 20 | 40 | 50 | 50 | 290 | 280 | 250 |
| Travel Arrangement Services | 170 | 150 | 180 | 190 | 170 | 160 | 140 |
| Auto Rental & other ground tran. | 80 | 90 | 90 | 100 | 100 | 90 | 90 |
| Total Direct Employment | 12,700 | 13,640 | 13,320 | 13,420 | 13,650 | 13,190 | 13,200 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 9.6 | 12.5 | 13.0 | 13.3 | 13.8 | 14.1 | 13.9 |
| State Taxes | 30.0 | 36.8 | 37.2 | 37.8 | 40.1 | 39.7 | 39.7 |
| Total Direct Taxes | 39.6 | 49.3 | 50.2 | 51.1 | 53.9 | 53.8 | 53.7 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Kings County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 12.6 | 15.5 | 16.4 | 18.0 | 20.6 | 22.0 | 23.6 |
| Private Campground | 0.9 | 1.1 | 1.0 | 1.1 | 1.5 | 1.5 | 1.4 |
| Public Campground | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Private Home | 38.8 | 49.2 | 50.8 | 53.9 | 57.9 | 57.1 | 57.9 |
| Vacation Home | 0.9 | 1.0 | 1.0 | 1.1 | 1.1 | 1.2 | 1.2 |
| Day Travel | 13.6 | 17.2 | 17.7 | 18.9 | 20.5 | 19.4 | 19.8 |
| Spending at Destination | 66.9 | 84.0 | 87.0 | 93.0 | 101.5 | 101.2 | 103.9 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 4.3 | 5.4 | 5.7 | 6.2 | 7.0 | 7.7 | 8.4 |
| Food & Beverage Services | 20.3 | 25.1 | 26.5 | 27.9 | 29.6 | 29.7 | 31.6 |
| Food Stores | 4.8 | 6.4 | 6.7 | 7.0 | 7.4 | 7.5 | 7.7 |
| Ground Tran. & Motor Fuel | 9.5 | 11.5 | 10.6 | 12.2 | 15.2 | 14.2 | 13.0 |
| Recreation, Entertainment | 12.6 | 16.0 | 16.9 | 17.8 | 19.1 | 19.1 | 19.8 |
| Shopping | 15.3 | 19.6 | 20.6 | 21.7 | 23.2 | 23.1 | 23.3 |
| Spending at Destination | 66.9 | 84.0 | 87.0 | 93.0 | 101.5 | 101.2 | 103.9 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 66.9 | 84.0 | 87.0 | 93.0 | 101.5 | 101.2 | 103.9 |
| Air Transp. & Travel Services | 1.1 | 0.4 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 |
| Total Direct Spending | 68.0 | 84.4 | 87.3 | 93.3 | 101.8 | 101.5 | 104.2 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 10.7 | 13.1 | 14.2 | 15.2 | 16.6 | 16.8 | 18.6 |
| Arts, Entertainment & Recreation | 4.3 | 5.4 | 5.7 | 6.0 | 6.4 | 6.4 | 6.7 |
| Retail (incl. Motor Fuel) | 3.1 | 3.6 | 3.9 | 4.1 | 4.4 | 4.7 | 4.8 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 3.4 | 1.1 | 1.0 | 1.0 | 1.0 | 0.9 | 1.0 |
| Auto Rental & other ground tran. | 0.1 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Total Direct Earnings | 21.5 | 23.4 | 24.9 | 26.6 | 28.6 | 29.0 | 31.3 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 830 | 930 | 920 | 960 | 990 | 950 | 970 |
| Arts, Entertainment & Recreation | 540 | 630 | 600 | 620 | 620 | 590 | 640 |
| Retail (incl. Motor Fuel) | 170 | 180 | 180 | 180 | 180 | 180 | 230 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 90 | 70 | 50 | 50 | 50 | 50 | 50 |
| Auto Rental & other ground tran. | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| Total Direct Employment | 1,640 | 1,820 | 1,750 | 1,820 | 1,850 | 1,780 | 1,900 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 0.8 | 1.1 | 1.1 | 1.2 | 1.3 | 1.4 | 1.4 |
| State Taxes | 3.4 | 4.3 | 4.4 | 4.7 | 5.0 | 4.9 | 5.1 |
| Total Direct Taxes | 4.2 | 5.3 | 5.5 | 5.9 | 6.3 | 6.3 | 6.5 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Lake County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 17.2 | 21.1 | 22.8 | 26.5 | 31.7 | 37.6 | 39.2 |
| Private Campground | 14.3 | 17.9 | 15.3 | 17.0 | 17.3 | 17.7 | 17.7 |
| Public Campground | 2.3 | 2.7 | 2.7 | 2.8 | 2.9 | 3.0 | 3.0 |
| Private Home | 16.9 | 20.5 | 21.3 | 22.2 | 23.2 | 23.6 | 23.8 |
| Vacation Home | 25.0 | 28.3 | 29.0 | 29.7 | 30.6 | 31.4 | 31.5 |
| Day Travel | 14.8 | 17.7 | 17.6 | 18.9 | 20.0 | 20.0 | 20.3 |
| Spending at Destination | 90.5 | 108.2 | 108.7 | 117.1 | 125.9 | 133.3 | 135.5 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 17.9 | 21.4 | 21.7 | 23.6 | 25.7 | 28.3 | 28.7 |
| Food & Beverage Services | 26.1 | 30.6 | 31.0 | 33.2 | 35.3 | 37.5 | 39.2 |
| Food Stores | 6.7 | 8.4 | 8.1 | 8.6 | 8.8 | 9.2 | 9.4 |
| Ground Tran. & Motor Fuel | 3.7 | 4.5 | 4.1 | 4.8 | 6.0 | 5.6 | 5.1 |
| Recreation, Entertainment | 16.8 | 20.2 | 20.5 | 22.0 | 23.5 | 24.9 | 25.5 |
| Shopping | 19.2 | 23.2 | 23.3 | 24.9 | 26.5 | 27.8 | 27.6 |
| Spending at Destination | 90.5 | 108.2 | 108.7 | 117.1 | 125.9 | 133.3 | 135.5 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 90.5 | 108.2 | 108.7 | 117.1 | 125.9 | 133.3 | 135.5 |
| Air Transp. & Travel Services | 0.0 | 0.1 | 0.1 | 0.1 | 0.7 | 0.6 | 0.7 |
| Total Direct Spending | 90.5 | 108.3 | 108.8 | 117.2 | 126.5 | 133.9 | 136.2 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 17.4 | 20.4 | 21.1 | 23.2 | 25.4 | 27.2 | 29.1 |
| Arts, Entertainment & Recreation | 6.1 | 7.3 | 7.4 | 7.9 | 8.5 | 9.0 | 9.2 |
| Retail (incl. Motor Fuel) | 3.6 | 4.2 | 4.2 | 4.5 | 4.7 | 5.2 | 5.2 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.1 | 0.2 | 0.2 | 0.2 | 2.1 | 1.9 | 2.2 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 27.1 | 32.0 | 32.9 | 35.8 | 40.7 | 43.3 | 45.7 |
| Travel-Generated Employment by Industry (Thousand Jobs) | | | | | | | |
| Accommodations & Food Service | 1,210 | 1,280 | 1,230 | 1,310 | 1,490 | 1,510 | 1,500 |
| Arts, Entertainment & Recreation | 490 | 540 | 500 | 530 | 580 | 580 | 1,010 |
| Retail (incl. Motor Fuel) | 210 | 220 | 210 | 210 | 220 | 230 | 230 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 10 | 10 | 10 | 10 | 30 | 30 | 40 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 1,910 | 2,040 | 1,950 | 2,050 | 2,320 | 2,360 | 2,770 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 1.1 | 1.5 | 1.5 | 1.7 | 1.9 | 2.1 | 2.2 |
| State Taxes | 3.6 | 4.4 | 4.4 | 4.7 | 5.1 | 5.3 | 5.4 |
| Total Direct Taxes | 4.8 | 5.9 | 5.9 | 6.4 | 7.0 | 7.4 | 7.6 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Lassen County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 11.4 | 12.2 | 12.5 | 13.7 | 15.2 | 17.9 | 18.6 |
| Private Campground | 2.9 | 3.5 | 4.4 | 3.8 | 4.0 | 4.1 | 4.0 |
| Public Campground | 2.0 | 2.2 | 2.2 | 2.3 | 2.5 | 2.5 | 2.5 |
| Private Home | 9.8 | 12.3 | 12.7 | 13.4 | 14.2 | 13.8 | 14.0 |
| Vacation Home | 4.8 | 5.4 | 5.5 | 5.7 | 5.9 | 6.2 | 6.2 |
| Day Travel | 6.3 | 7.4 | 7.8 | 8.1 | 8.6 | 8.5 | 8.6 |
| Spending at Destination | 37.1 | 43.0 | 45.0 | 46.9 | 50.4 | 53.0 | 53.9 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 6.2 | 6.9 | 7.2 | 7.5 | 8.1 | 9.2 | 9.5 |
| Food & Beverage Services | 10.7 | 12.2 | 12.9 | 13.3 | 14.0 | 14.8 | 15.6 |
| Food Stores | 2.6 | 3.2 | 3.5 | 3.5 | 3.6 | 3.7 | 3.8 |
| Ground Tran. & Motor Fuel | 3.2 | 3.8 | 3.5 | 4.0 | 5.1 | 4.7 | 4.3 |
| Recreation, Entertainment | 6.7 | 7.9 | 8.3 | 8.6 | 9.1 | 9.6 | 9.9 |
| Shopping | 7.7 | 9.1 | 9.6 | 9.9 | 10.5 | 10.9 | 10.9 |
| Spending at Destination | 37.1 | 43.0 | 45.0 | 46.9 | 50.4 | 53.0 | 53.9 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 37.1 | 43.0 | 45.0 | 46.9 | 50.4 | 53.0 | 53.9 |
| Air Transp. & Travel Services | 0.2 | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 |
| Total Direct Spending | 37.2 | 43.3 | 45.3 | 47.1 | 50.6 | 53.2 | 54.0 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 6.5 | 7.2 | 7.8 | 8.2 | 8.8 | 9.5 | 10.2 |
| Arts, Entertainment & Recreation | 5.7 | 6.7 | 7.0 | 7.3 | 7.8 | 8.2 | 8.4 |
| Retail (incl. Motor Fuel) | 1.6 | 1.8 | 2.0 | 2.0 | 2.2 | 2.3 | 2.4 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.5 | 0.8 | 0.8 | 0.7 | 0.6 | 0.6 | 0.4 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 14.3 | 16.6 | 17.6 | 18.3 | 19.4 | 20.6 | 21.4 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 480 | 490 | 510 | 520 | 560 | 580 | 530 |
| Arts, Entertainment & Recreation | 850 | 920 | 910 | 940 | 980 | 980 | 710 |
| Retail (incl. Motor Fuel) | 100 | 100 | 110 | 110 | 110 | 110 | 110 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 20 | 20 | 20 | 20 | 10 | 10 | 10 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 1,450 | 1,530 | 1,540 | 1,580 | 1,670 | 1,680 | 1,370 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 0.5 | 0.6 | 0.6 | 0.7 | 0.7 | 0.8 | 0.8 |
| State Taxes | 1.6 | 1.9 | 2.0 | 2.1 | 2.2 | 2.3 | 2.3 |
| Total Direct Taxes | 2.1 | 2.5 | 2.7 | 2.8 | 3.0 | 3.1 | 3.2 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Los Angeles County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|--------|--------|--------|--------|--------|--------|--------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 4,148 | 5,448 | 5,836 | 6,380 | 6,944 | 6,820 | 6,758 |
| Private Campground | 98 | 125 | 132 | 134 | 137 | 139 | 137 |
| Public Campground | 8 | 8 | 11 | 8 | 15 | 15 | 15 |
| Private Home | 1,517 | 1,770 | 1,786 | 1,863 | 1,975 | 1,941 | 1,947 |
| Vacation Home | 109 | 124 | 125 | 129 | 135 | 150 | 149 |
| Day Travel | 2,863 | 3,520 | 3,628 | 3,890 | 4,158 | 3,896 | 3,890 |
| Spending at Destination | 8,743 | 10,994 | 11,517 | 12,405 | 13,363 | 12,960 | 12,896 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 1,270 | 1,675 | 1,809 | 1,966 | 2,141 | 2,071 | 2,022 |
| Food & Beverage Services | 2,056 | 2,522 | 2,692 | 2,860 | 2,974 | 2,916 | 3,015 |
| Food Stores | 249 | 319 | 340 | 357 | 369 | 366 | 374 |
| Ground Tran. & Motor Fuel | 1,792 | 2,227 | 2,164 | 2,416 | 2,848 | 2,690 | 2,570 |
| Recreation, Entertainment | 1,591 | 2,011 | 2,137 | 2,281 | 2,389 | 2,340 | 2,371 |
| Shopping | 1,784 | 2,240 | 2,374 | 2,525 | 2,641 | 2,577 | 2,544 |
| Spending at Destination | 8,743 | 10,994 | 11,517 | 12,405 | 13,363 | 12,960 | 12,896 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 8,743 | 10,994 | 11,517 | 12,405 | 13,363 | 12,960 | 12,896 |
| Air Transp. & Travel Services | 3,653 | 4,606 | 4,274 | 4,455 | 4,878 | 5,180 | 4,747 |
| Total Direct Spending | 12,396 | 15,600 | 15,791 | 16,860 | 18,241 | 18,140 | 17,643 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 1,322 | 1,656 | 1,814 | 1,964 | 2,112 | 2,028 | 2,105 |
| Arts, Entertainment & Recreation | 952 | 1,202 | 1,278 | 1,364 | 1,428 | 1,399 | 1,400 |
| Retail (incl. Motor Fuel) | 315 | 360 | 382 | 411 | 432 | 453 | 453 |
| Air Transportation | 1,256 | 1,379 | 1,323 | 1,378 | 1,441 | 1,538 | 1,414 |
| Travel Arrangement Services | 471 | 524 | 557 | 584 | 622 | 584 | 561 |
| Auto Rental & other ground tran. | 97 | 128 | 137 | 143 | 153 | 148 | 152 |
| Total Direct Earnings | 4,414 | 5,248 | 5,490 | 5,844 | 6,188 | 6,150 | 6,085 |
| Travel-Generated Employment by Industry (Thousand Jobs) | | | | | | | |
| Accommodations & Food Service | 68.8 | 77.6 | 78.9 | 82.8 | 85.2 | 78.3 | 77.8 |
| Arts, Entertainment & Recreation | 22.3 | 25.8 | 25.0 | 26.2 | 25.9 | 24.2 | 22.8 |
| Retail (incl. Motor Fuel) | 16.1 | 16.8 | 16.6 | 17.0 | 16.7 | 16.5 | 15.7 |
| Air Transportation | 26.9 | 26.4 | 25.8 | 26.4 | 26.7 | 25.6 | 22.1 |
| Travel Arrangement Services | 14.4 | 14.2 | 14.6 | 14.5 | 14.9 | 14.0 | 12.8 |
| Auto Rental & other ground tran. | 5.2 | 6.2 | 6.1 | 6.1 | 6.3 | 5.8 | 5.7 |
| Total Direct Employment | 153.6 | 167.0 | 167.0 | 173.0 | 175.7 | 164.4 | 157.0 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 237 | 327 | 347 | 375 | 407 | 394 | 388 |
| State Taxes | 462 | 583 | 608 | 643 | 684 | 666 | 664 |
| Total Direct Taxes | 699 | 909 | 954 | 1,018 | 1,091 | 1,059 | 1,052 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Madera County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 33.3 | 46.6 | 49.3 | 53.7 | 55.7 | 57.8 | 59.5 |
| Private Campground | 28.4 | 39.6 | 35.7 | 38.3 | 42.1 | 43.0 | 42.8 |
| Public Campground | 5.7 | 6.4 | 6.5 | 6.7 | 7.1 | 7.2 | 7.2 |
| Private Home | 12.1 | 16.0 | 16.8 | 17.9 | 19.3 | 19.2 | 19.6 |
| Vacation Home | 9.2 | 10.4 | 10.7 | 10.9 | 11.3 | 12.2 | 12.4 |
| Day Travel | 15.8 | 21.0 | 20.9 | 22.3 | 23.8 | 23.2 | 23.4 |
| Spending at Destination | 104.4 | 140.0 | 139.8 | 149.9 | 159.4 | 162.6 | 164.9 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 22.0 | 29.9 | 30.2 | 32.3 | 34.1 | 35.3 | 36.0 |
| Food & Beverage Services | 26.9 | 35.8 | 36.1 | 38.4 | 39.9 | 41.0 | 42.9 |
| Food Stores | 9.5 | 13.2 | 12.8 | 13.5 | 14.2 | 14.7 | 15.1 |
| Ground Tran. & Motor Fuel | 9.6 | 11.6 | 10.6 | 12.3 | 15.4 | 14.3 | 13.1 |
| Recreation, Entertainment | 14.7 | 20.1 | 20.4 | 21.8 | 22.7 | 23.4 | 24.0 |
| Shopping | 21.6 | 29.5 | 29.7 | 31.7 | 33.2 | 33.9 | 33.8 |
| Spending at Destination | 104.4 | 140.0 | 139.8 | 149.9 | 159.4 | 162.6 | 164.9 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 104.4 | 140.0 | 139.8 | 149.9 | 159.4 | 162.6 | 164.9 |
| Air Transp. & Travel Services | 0.3 | 0.2 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 |
| Total Direct Spending | 104.7 | 140.3 | 140.1 | 150.2 | 159.6 | 162.9 | 165.2 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 21.7 | 29.1 | 30.0 | 32.4 | 34.3 | 35.0 | 37.2 |
| Arts, Entertainment & Recreation | 8.1 | 11.1 | 11.3 | 12.0 | 12.5 | 12.9 | 13.2 |
| Retail (incl. Motor Fuel) | 5.1 | 6.6 | 6.7 | 7.1 | 7.6 | 8.1 | 8.2 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.8 | 0.8 | 0.8 | 0.9 | 0.9 | 0.8 | 0.8 |
| Auto Rental & other ground tran. | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Total Direct Earnings | 35.8 | 47.7 | 48.9 | 52.7 | 55.5 | 56.9 | 59.6 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 1,300 | 1,580 | 1,570 | 1,590 | 1,650 | 1,600 | 1,580 |
| Arts, Entertainment & Recreation | 890 | 1,110 | 1,070 | 1,090 | 1,090 | 1,070 | 1,070 |
| Retail (incl. Motor Fuel) | 290 | 340 | 330 | 330 | 330 | 330 | 320 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 30 | 20 | 20 | 30 | 20 | 20 | 20 |
| Auto Rental & other ground tran. | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| Total Direct Employment | 2,510 | 3,060 | 2,990 | 3,040 | 3,100 | 3,030 | 3,010 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 1.8 | 2.7 | 2.7 | 3.0 | 3.1 | 3.2 | 3.3 |
| State Taxes | 4.5 | 6.0 | 6.0 | 6.4 | 6.7 | 6.8 | 6.9 |
| Total Direct Taxes | 6.2 | 8.7 | 8.8 | 9.4 | 9.9 | 10.0 | 10.2 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Marin County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 103.3 | 168.7 | 184.7 | 211.5 | 235.9 | 225.8 | 235.0 |
| Private Campground | 4.9 | 29.5 | 27.3 | 32.6 | 36.3 | 37.1 | 36.6 |
| Public Campground | 4.0 | 3.2 | 3.8 | 3.6 | 3.5 | 3.6 | 3.5 |
| Private Home | 63.7 | 72.5 | 74.1 | 76.7 | 80.3 | 78.5 | 79.0 |
| Vacation Home | 20.7 | 23.2 | 23.7 | 24.3 | 25.1 | 26.8 | 26.8 |
| Day Travel | 74.2 | 105.3 | 108.3 | 118.3 | 127.5 | 119.9 | 121.1 |
| Spending at Destination | 270.8 | 402.4 | 422.0 | 466.9 | 508.5 | 491.7 | 502.0 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 42.8 | 71.6 | 77.4 | 87.6 | 97.0 | 91.5 | 95.5 |
| Food & Beverage Services | 71.0 | 104.7 | 111.1 | 121.8 | 129.6 | 126.6 | 133.1 |
| Food Stores | 11.0 | 18.7 | 19.4 | 21.1 | 22.2 | 22.3 | 22.9 |
| Ground Tran. & Motor Fuel | 30.5 | 36.6 | 33.6 | 39.0 | 48.6 | 45.4 | 41.6 |
| Recreation, Entertainment | 50.0 | 74.0 | 78.4 | 85.9 | 92.1 | 89.8 | 92.6 |
| Shopping | 65.6 | 96.8 | 102.0 | 111.5 | 119.1 | 116.1 | 116.3 |
| Spending at Destination | 270.8 | 402.4 | 422.0 | 466.9 | 508.5 | 491.7 | 502.0 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 270.8 | 402.4 | 422.0 | 466.9 | 508.5 | 491.7 | 502.0 |
| Air Transp. & Travel Services | 8.0 | 15.7 | 17.2 | 17.4 | 18.4 | 17.9 | 14.8 |
| Total Direct Spending | 278.8 | 418.1 | 439.2 | 484.3 | 526.9 | 509.7 | 516.7 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 54.2 | 84.0 | 91.9 | 103.3 | 113.6 | 107.6 | 115.9 |
| Arts, Entertainment & Recreation | 29.6 | 43.9 | 46.5 | 51.0 | 54.6 | 53.3 | 54.9 |
| Retail (incl. Motor Fuel) | 10.9 | 14.9 | 15.7 | 17.2 | 18.4 | 19.3 | 19.5 |
| Air Transportation | 0.5 | 1.7 | 1.7 | 1.8 | 1.8 | 1.9 | 1.7 |
| Travel Arrangement Services | 20.3 | 31.7 | 37.6 | 36.8 | 39.3 | 37.0 | 28.7 |
| Auto Rental & other ground tran. | 0.3 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 |
| Total Direct Earnings | 116.0 | 176.7 | 193.8 | 210.6 | 228.2 | 219.6 | 221.3 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 2,050 | 2,850 | 3,030 | 3,290 | 3,400 | 3,090 | 3,220 |
| Arts, Entertainment & Recreation | 1,280 | 1,730 | 1,750 | 1,880 | 1,880 | 1,740 | 1,790 |
| Retail (incl. Motor Fuel) | 470 | 580 | 600 | 620 | 610 | 600 | 590 |
| Air Transportation | 20 | 40 | 40 | 50 | 50 | 50 | 40 |
| Travel Arrangement Services | 550 | 700 | 710 | 770 | 740 | 700 | 490 |
| Auto Rental & other ground tran. | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| Total Direct Employment | 4,380 | 5,920 | 6,150 | 6,640 | 6,690 | 6,200 | 6,160 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 5.1 | 8.0 | 8.7 | 9.7 | 10.8 | 10.1 | 10.5 |
| State Taxes | 12.8 | 18.8 | 19.8 | 21.4 | 22.9 | 22.3 | 22.5 |
| Total Direct Taxes | 17.9 | 26.8 | 28.5 | 31.1 | 33.7 | 32.3 | 33.0 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Mariposa County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 147.5 | 164.8 | 180.3 | 185.2 | 192.9 | 210.9 | 218.7 |
| Private Campground | 4.4 | 6.1 | 5.5 | 5.8 | 6.6 | 6.8 | 6.8 |
| Public Campground | 3.3 | 3.7 | 3.8 | 3.9 | 4.0 | 4.1 | 4.2 |
| Private Home | 4.7 | 5.8 | 6.0 | 6.3 | 6.6 | 6.5 | 6.6 |
| Vacation Home | 6.5 | 7.4 | 7.5 | 7.7 | 8.0 | 8.4 | 8.4 |
| Day Travel | 17.5 | 19.9 | 21.4 | 22.0 | 22.8 | 23.5 | 24.1 |
| Spending at Destination | 183.8 | 207.7 | 224.6 | 230.9 | 240.8 | 260.1 | 268.9 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 55.9 | 63.4 | 68.9 | 70.8 | 75.5 | 81.1 | 84.2 |
| Food & Beverage Services | 55.1 | 60.8 | 66.0 | 67.7 | 69.3 | 75.4 | 79.4 |
| Food Stores | 5.7 | 6.9 | 7.2 | 7.4 | 7.7 | 8.3 | 8.5 |
| Ground Tran. & Motor Fuel | 1.5 | 1.8 | 1.6 | 1.9 | 2.4 | 2.2 | 2.0 |
| Recreation, Entertainment | 34.0 | 38.6 | 41.8 | 43.0 | 44.3 | 48.2 | 49.7 |
| Shopping | 31.7 | 36.2 | 39.0 | 40.1 | 41.5 | 44.8 | 45.0 |
| Spending at Destination | 183.8 | 207.7 | 224.6 | 230.9 | 240.8 | 260.1 | 268.9 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 183.8 | 207.7 | 224.6 | 230.9 | 240.8 | 260.1 | 268.9 |
| Air Transp. & Travel Services | 0.0 | 0.1 | 0.1 | 0.1 | 0.3 | 0.3 | 0.4 |
| Total Direct Spending | 183.9 | 207.8 | 224.6 | 231.0 | 241.1 | 260.4 | 269.3 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 30.7 | 34.2 | 37.9 | 39.1 | 41.4 | 44.1 | 47.1 |
| Arts, Entertainment & Recreation | 8.4 | 9.5 | 10.3 | 10.6 | 10.9 | 11.9 | 12.3 |
| Retail (incl. Motor Fuel) | 7.0 | 7.5 | 8.0 | 8.3 | 8.6 | 10.1 | 10.2 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.1 | 0.2 | 0.2 | 0.2 | 1.0 | 1.0 | 1.1 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 46.1 | 51.3 | 56.4 | 58.2 | 62.0 | 67.0 | 70.6 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 2,560 | 2,570 | 2,750 | 2,650 | 2,670 | 2,720 | 2,800 |
| Arts, Entertainment & Recreation | 750 | 780 | 800 | 780 | 750 | 780 | 760 |
| Retail (incl. Motor Fuel) | 460 | 450 | 470 | 440 | 420 | 470 | 460 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 10 | 10 | 10 | 10 | 20 | 20 | 20 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 3,780 | 3,810 | 4,030 | 3,870 | 3,860 | 3,990 | 4,040 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 5.4 | 6.6 | 7.2 | 7.5 | 7.9 | 8.5 | 8.9 |
| State Taxes | 6.5 | 7.4 | 8.0 | 8.2 | 8.5 | 9.2 | 9.5 |
| Total Direct Taxes | 11.9 | 14.0 | 15.2 | 15.7 | 16.4 | 17.7 | 18.4 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Mendocino County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 115.2 | 133.6 | 142.1 | 152.4 | 166.6 | 168.3 | 175.2 |
| Private Campground | 14.2 | 18.4 | 15.6 | 17.4 | 17.7 | 18.2 | 18.1 |
| Public Campground | 9.9 | 9.7 | 11.0 | 11.6 | 12.0 | 12.3 | 12.2 |
| Private Home | 26.9 | 31.6 | 32.4 | 33.6 | 35.0 | 34.4 | 34.9 |
| Vacation Home | 9.1 | 10.4 | 10.6 | 10.9 | 11.2 | 11.9 | 12.0 |
| Day Travel | 30.0 | 34.7 | 35.7 | 38.0 | 40.3 | 38.6 | 39.5 |
| Spending at Destination | 205.5 | 238.3 | 247.3 | 263.8 | 283.0 | 283.7 | 291.8 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 46.3 | 54.1 | 57.0 | 60.9 | 65.6 | 66.8 | 69.5 |
| Food & Beverage Services | 59.8 | 67.8 | 71.0 | 75.1 | 79.3 | 79.6 | 84.1 |
| Food Stores | 11.5 | 13.7 | 14.0 | 14.7 | 15.1 | 15.4 | 15.9 |
| Ground Tran. & Motor Fuel | 12.1 | 14.6 | 13.3 | 15.5 | 19.4 | 18.1 | 16.5 |
| Recreation, Entertainment | 36.7 | 42.9 | 44.8 | 47.6 | 50.7 | 50.8 | 52.6 |
| Shopping | 38.9 | 45.3 | 47.1 | 49.9 | 52.9 | 52.9 | 53.2 |
| Spending at Destination | 205.5 | 238.3 | 247.3 | 263.8 | 283.0 | 283.7 | 291.8 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 205.5 | 238.3 | 247.3 | 263.8 | 283.0 | 283.7 | 291.8 |
| Air Transp. & Travel Services | 0.3 | 0.4 | 0.3 | 0.3 | 0.3 | 0.3 | 0.2 |
| Total Direct Spending | 205.8 | 238.6 | 247.7 | 264.1 | 283.2 | 283.9 | 292.1 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 49.8 | 56.9 | 61.1 | 65.4 | 70.8 | 70.4 | 75.8 |
| Arts, Entertainment & Recreation | 15.4 | 17.9 | 18.8 | 19.9 | 21.2 | 21.3 | 22.0 |
| Retail (incl. Motor Fuel) | 7.5 | 8.2 | 8.6 | 9.2 | 9.7 | 10.4 | 10.5 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.9 | 1.1 | 1.1 | 0.9 | 0.9 | 0.8 | 0.8 |
| Auto Rental & other ground tran. | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Total Direct Earnings | 73.6 | 84.3 | 89.6 | 95.6 | 102.6 | 102.9 | 109.2 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 2,920 | 3,030 | 3,000 | 3,090 | 3,260 | 3,090 | 3,180 |
| Arts, Entertainment & Recreation | 1,910 | 2,050 | 1,950 | 2,010 | 2,060 | 1,960 | 1,530 |
| Retail (incl. Motor Fuel) | 430 | 430 | 420 | 420 | 420 | 430 | 420 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 40 | 50 | 50 | 40 | 30 | 30 | 30 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 5,310 | 5,560 | 5,420 | 5,560 | 5,780 | 5,520 | 5,160 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 4.9 | 5.7 | 6.0 | 6.5 | 7.0 | 7.1 | 7.4 |
| State Taxes | 8.3 | 9.7 | 10.1 | 10.7 | 11.4 | 11.3 | 11.7 |
| Total Direct Taxes | 13.2 | 15.4 | 16.1 | 17.2 | 18.4 | 18.4 | 19.1 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Merced County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 39.5 | 39.4 | 42.2 | 45.2 | 50.1 | 49.9 | 49.7 |
| Private Campground | 4.7 | 5.9 | 5.9 | 6.5 | 8.6 | 8.6 | 8.4 |
| Public Campground | 7.0 | 5.4 | 4.5 | 6.7 | 6.3 | 6.2 | 6.0 |
| Private Home | 28.4 | 35.9 | 36.1 | 38.3 | 42.0 | 41.7 | 41.6 |
| Vacation Home | 8.8 | 10.1 | 10.3 | 10.6 | 11.1 | 11.8 | 11.9 |
| Day Travel | 18.2 | 20.9 | 20.9 | 22.8 | 25.2 | 23.8 | 23.5 |
| Spending at Destination | 106.6 | 117.7 | 119.8 | 130.1 | 143.2 | 142.1 | 141.0 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 16.6 | 16.9 | 18.1 | 19.2 | 20.7 | 21.3 | 21.5 |
| Food & Beverage Services | 24.3 | 25.8 | 27.3 | 28.8 | 30.0 | 30.4 | 31.8 |
| Food Stores | 5.8 | 6.4 | 6.6 | 7.2 | 7.5 | 7.7 | 7.9 |
| Ground Tran. & Motor Fuel | 25.1 | 30.0 | 27.4 | 31.9 | 40.0 | 37.3 | 34.0 |
| Recreation, Entertainment | 14.2 | 15.6 | 16.4 | 17.4 | 18.3 | 18.5 | 18.9 |
| Shopping | 20.6 | 22.9 | 24.0 | 25.6 | 26.8 | 27.0 | 26.9 |
| Spending at Destination | 106.6 | 117.7 | 119.8 | 130.1 | 143.2 | 142.1 | 141.0 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 106.6 | 117.7 | 119.8 | 130.1 | 143.2 | 142.1 | 141.0 |
| Air Transp. & Travel Services | 1.0 | 1.9 | 1.9 | 2.5 | 2.7 | 2.8 | 2.5 |
| Total Direct Spending | 107.6 | 119.5 | 121.6 | 132.6 | 145.9 | 144.9 | 143.5 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 16.3 | 16.9 | 18.3 | 19.6 | 21.0 | 21.1 | 22.4 |
| Arts, Entertainment & Recreation | 7.0 | 7.7 | 8.1 | 8.6 | 9.0 | 9.1 | 9.3 |
| Retail (incl. Motor Fuel) | 4.9 | 5.1 | 5.4 | 5.9 | 6.2 | 6.5 | 6.6 |
| Air Transportation | 0.1 | 0.4 | 0.4 | 0.6 | 0.6 | 0.7 | 0.6 |
| Travel Arrangement Services | 2.7 | 1.7 | 1.7 | 1.8 | 2.0 | 1.9 | 1.6 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 30.9 | 31.9 | 33.9 | 36.5 | 38.9 | 39.3 | 40.6 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 1,180 | 1,110 | 1,140 | 1,210 | 1,240 | 1,190 | 1,210 |
| Arts, Entertainment & Recreation | 740 | 750 | 730 | 780 | 770 | 740 | 710 |
| Retail (incl. Motor Fuel) | 280 | 270 | 270 | 290 | 290 | 280 | 280 |
| Air Transportation | 0 | 10 | 10 | 20 | 20 | 20 | 10 |
| Travel Arrangement Services | 130 | 70 | 70 | 80 | 70 | 70 | 60 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 2,340 | 2,210 | 2,220 | 2,370 | 2,390 | 2,300 | 2,280 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 1.8 | 1.9 | 2.0 | 2.3 | 2.5 | 2.5 | 2.5 |
| State Taxes | 5.5 | 6.4 | 6.6 | 6.9 | 7.4 | 7.3 | 7.3 |
| Total Direct Taxes | 7.3 | 8.3 | 8.6 | 9.2 | 9.9 | 9.7 | 9.8 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Modoc County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|------|------|------|------|------|------|------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 4.0 | 4.3 | 4.3 | 4.8 | 5.4 | 6.3 | 6.5 |
| Private Campground | 2.2 | 2.4 | 2.9 | 2.6 | 2.8 | 2.8 | 2.8 |
| Public Campground | 0.5 | 0.6 | 0.6 | 0.7 | 0.7 | 0.7 | 0.7 |
| Private Home | 3.6 | 4.0 | 4.0 | 4.2 | 4.4 | 4.2 | 4.2 |
| Vacation Home | 1.1 | 1.3 | 1.3 | 1.3 | 1.4 | 1.4 | 1.4 |
| Day Travel | 1.5 | 1.7 | 1.7 | 1.8 | 1.9 | 1.8 | 1.8 |
| Spending at Destination | 12.8 | 14.3 | 14.9 | 15.4 | 16.7 | 17.3 | 17.3 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 2.0 | 2.2 | 2.3 | 2.4 | 2.6 | 2.9 | 3.0 |
| Food & Beverage Services | 3.4 | 3.6 | 3.8 | 3.9 | 4.0 | 4.3 | 4.5 |
| Food Stores | 0.9 | 1.1 | 1.2 | 1.1 | 1.2 | 1.2 | 1.2 |
| Ground Tran. & Motor Fuel | 2.2 | 2.7 | 2.4 | 2.8 | 3.6 | 3.3 | 3.0 |
| Recreation, Entertainment | 2.0 | 2.2 | 2.3 | 2.4 | 2.5 | 2.6 | 2.7 |
| Shopping | 2.3 | 2.6 | 2.8 | 2.8 | 2.9 | 3.0 | 3.0 |
| Spending at Destination | 12.8 | 14.3 | 14.9 | 15.4 | 16.7 | 17.3 | 17.3 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 12.8 | 14.3 | 14.9 | 15.4 | 16.7 | 17.3 | 17.3 |
| Air Transp. & Travel Services | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Spending | 12.8 | 14.3 | 14.9 | 15.4 | 16.7 | 17.3 | 17.3 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 2.8 | 3.0 | 3.3 | 3.4 | 3.6 | 3.9 | 4.1 |
| Arts, Entertainment & Recreation | 0.5 | 0.5 | 0.6 | 0.6 | 0.6 | 0.6 | 0.7 |
| Retail (incl. Motor Fuel) | 0.8 | 0.8 | 0.9 | 0.9 | 0.9 | 1.0 | 1.0 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 4.1 | 4.4 | 4.7 | 4.8 | 5.2 | 5.5 | 5.8 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 190 | 180 | 180 | 180 | 190 | 200 | 200 |
| Arts, Entertainment & Recreation | 50 | 50 | 40 | 40 | 50 | 50 | 50 |
| Retail (incl. Motor Fuel) | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 280 | 280 | 270 | 270 | 290 | 290 | 290 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 0.2 | 0.2 | 0.2 | 0.2 | 0.3 | 0.3 | 0.3 |
| State Taxes | 0.6 | 0.7 | 0.7 | 0.8 | 0.8 | 0.8 | 0.8 |
| Total Direct Taxes | 0.8 | 0.9 | 1.0 | 1.0 | 1.0 | 1.1 | 1.1 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Mono County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 132.5 | 154.1 | 167.5 | 190.2 | 208.5 | 231.0 | 239.5 |
| Private Campground | 9.5 | 14.2 | 11.1 | 11.3 | 10.9 | 11.2 | 11.3 |
| Public Campground | 5.9 | 6.8 | 6.9 | 7.1 | 7.3 | 7.5 | 7.6 |
| Private Home | 3.3 | 4.3 | 4.5 | 4.7 | 5.0 | 4.9 | 5.0 |
| Vacation Home | 26.0 | 29.4 | 30.1 | 30.9 | 31.8 | 33.3 | 34.0 |
| Day Travel | 19.5 | 23.2 | 24.0 | 26.4 | 28.0 | 29.0 | 29.8 |
| Spending at Destination | 196.7 | 232.0 | 244.1 | 270.6 | 291.5 | 317.0 | 327.2 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 58.7 | 69.4 | 73.7 | 82.2 | 90.8 | 98.4 | 101.9 |
| Food & Beverage Services | 57.2 | 66.0 | 69.8 | 77.3 | 81.9 | 89.9 | 94.6 |
| Food Stores | 7.5 | 9.7 | 9.5 | 10.1 | 10.4 | 11.1 | 11.4 |
| Ground Tran. & Motor Fuel | 2.7 | 3.3 | 3.0 | 3.5 | 4.4 | 4.1 | 3.7 |
| Recreation, Entertainment | 35.9 | 42.5 | 44.9 | 49.9 | 53.3 | 58.4 | 60.3 |
| Shopping | 34.5 | 41.2 | 43.1 | 47.6 | 50.6 | 55.1 | 55.3 |
| Spending at Destination | 196.7 | 232.0 | 244.1 | 270.6 | 291.5 | 317.0 | 327.2 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 196.7 | 232.0 | 244.1 | 270.6 | 291.5 | 317.0 | 327.2 |
| Air Transp. & Travel Services | 0.0 | 0.1 | 0.1 | 0.1 | 0.3 | 0.3 | 0.4 |
| Total Direct Spending | 196.7 | 232.1 | 244.2 | 270.6 | 291.8 | 317.3 | 327.6 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 35.7 | 41.4 | 44.9 | 50.5 | 55.6 | 59.7 | 63.8 |
| Arts, Entertainment & Recreation | 14.2 | 16.8 | 17.8 | 19.8 | 21.1 | 23.1 | 23.9 |
| Retail (incl. Motor Fuel) | 5.9 | 6.7 | 7.0 | 7.7 | 8.1 | 9.4 | 9.6 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.1 | 0.2 | 0.2 | 0.2 | 1.0 | 1.0 | 1.1 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 55.9 | 65.2 | 69.9 | 78.2 | 85.9 | 93.3 | 98.3 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 2,140 | 2,250 | 2,320 | 2,590 | 2,840 | 2,920 | 3,060 |
| Arts, Entertainment & Recreation | 1,180 | 1,280 | 1,260 | 1,410 | 1,480 | 1,550 | 1,670 |
| Retail (incl. Motor Fuel) | 320 | 330 | 330 | 350 | 360 | 400 | 370 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 10 | 10 | 10 | 10 | 20 | 20 | 20 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 3,650 | 3,870 | 3,920 | 4,360 | 4,700 | 4,880 | 5,120 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 5.2 | 6.5 | 7.0 | 7.6 | 8.4 | 9.2 | 9.5 |
| State Taxes | 7.0 | 8.3 | 8.7 | 9.6 | 10.3 | 11.2 | 11.6 |
| Total Direct Taxes | 12.2 | 14.8 | 15.7 | 17.2 | 18.7 | 20.4 | 21.1 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Monterey County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 735 | 1,019 | 1,069 | 1,197 | 1,247 | 1,239 | 1,230 |
| Private Campground | 10 | 10 | 10 | 11 | 12 | 12 | 12 |
| Public Campground | 13 | 13 | 14 | 13 | 15 | 15 | 15 |
| Private Home | 80 | 95 | 98 | 102 | 107 | 106 | 107 |
| Vacation Home | 36 | 41 | 42 | 43 | 44 | 47 | 48 |
| Day Travel | 273 | 356 | 371 | 406 | 416 | 399 | 399 |
| Spending at Destination | 1,147 | 1,534 | 1,604 | 1,772 | 1,840 | 1,819 | 1,812 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 260 | 361 | 379 | 423 | 460 | 444 | 436 |
| Food & Beverage Services | 327 | 428 | 450 | 494 | 499 | 500 | 513 |
| Food Stores | 33 | 43 | 45 | 49 | 50 | 50 | 51 |
| Ground Tran. & Motor Fuel | 39 | 46 | 43 | 50 | 62 | 58 | 53 |
| Recreation, Entertainment | 188 | 254 | 267 | 294 | 299 | 299 | 301 |
| Shopping | 300 | 401 | 420 | 462 | 470 | 468 | 459 |
| Spending at Destination | 1,147 | 1,534 | 1,604 | 1,772 | 1,840 | 1,819 | 1,812 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 1,147 | 1,534 | 1,604 | 1,772 | 1,840 | 1,819 | 1,812 |
| Air Transp. & Travel Services | 13 | 28 | 28 | 36 | 36 | 32 | 27 |
| Total Direct Spending | 1,161 | 1,563 | 1,632 | 1,808 | 1,876 | 1,851 | 1,839 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 224 | 301 | 322 | 360 | 382 | 369 | 380 |
| Arts, Entertainment & Recreation | 194 | 263 | 276 | 304 | 310 | 310 | 311 |
| Retail (incl. Motor Fuel) | 45 | 55 | 57 | 63 | 64 | 70 | 69 |
| Air Transportation | 4 | 8 | 8 | 9 | 9 | 7 | 7 |
| Travel Arrangement Services | 7 | 8 | 7 | 25 | 25 | 23 | 16 |
| Auto Rental & other ground tran. | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Total Direct Earnings | 474 | 635 | 672 | 762 | 790 | 781 | 784 |
| Travel-Generated Employment by Industry (Thousand Jobs) | | | | | | | |
| Accommodations & Food Service | 11.5 | 13.9 | 14.3 | 15.6 | 15.6 | 14.5 | 14.2 |
| Arts, Entertainment & Recreation | 4.9 | 6.1 | 6.0 | 6.5 | 6.2 | 5.9 | 5.3 |
| Retail (incl. Motor Fuel) | 2.2 | 2.4 | 2.5 | 2.6 | 2.4 | 2.5 | 2.4 |
| Air Transportation | 0.2 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 |
| Travel Arrangement Services | 0.6 | 0.6 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Employment | 19.4 | 23.4 | 23.8 | 25.7 | 25.1 | 23.8 | 22.6 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 33.0 | 43.1 | 45.2 | 49.4 | 53.0 | 51.4 | 50.7 |
| State Taxes | 47.8 | 63.8 | 66.8 | 73.7 | 75.4 | 74.9 | 75.0 |
| Total Direct Taxes | 80.8 | 106.9 | 112.0 | 123.1 | 128.4 | 126.3 | 125.7 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Napa County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 200.9 | 319.5 | 347.6 | 357.3 | 385.8 | 402.6 | 414.9 |
| Private Campground | 15.4 | 19.7 | 16.8 | 18.7 | 18.9 | 19.4 | 19.5 |
| Public Campground | 1.3 | 1.5 | 1.5 | 1.6 | 1.6 | 1.7 | 1.7 |
| Private Home | 14.6 | 17.3 | 17.9 | 18.6 | 19.4 | 19.5 | 20.0 |
| Vacation Home | 13.1 | 14.6 | 14.9 | 15.3 | 15.9 | 17.1 | 17.4 |
| Day Travel | 109.2 | 159.2 | 167.2 | 173.5 | 184.2 | 184.6 | 188.3 |
| Spending at Destination | 354.4 | 531.8 | 565.8 | 584.9 | 625.8 | 644.8 | 661.7 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 73.4 | 115.8 | 125.0 | 128.6 | 139.8 | 140.6 | 146.1 |
| Food & Beverage Services | 90.4 | 132.5 | 141.7 | 145.7 | 153.6 | 160.8 | 168.7 |
| Food Stores | 11.7 | 17.2 | 17.6 | 18.3 | 19.1 | 19.9 | 20.5 |
| Ground Tran. & Motor Fuel | 13.4 | 16.2 | 15.1 | 17.4 | 21.4 | 20.0 | 18.5 |
| Recreation, Entertainment | 77.5 | 117.3 | 125.2 | 129.2 | 137.3 | 142.9 | 147.0 |
| Shopping | 88.1 | 132.7 | 141.1 | 145.7 | 154.7 | 160.7 | 160.9 |
| Spending at Destination | 354.4 | 531.8 | 565.8 | 584.9 | 625.8 | 644.8 | 661.7 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 354.4 | 531.8 | 565.8 | 584.9 | 625.8 | 644.8 | 661.7 |
| Air Transp. & Travel Services | 3.4 | 5.4 | 5.6 | 4.9 | 5.4 | 5.6 | 5.1 |
| Total Direct Spending | 357.8 | 537.2 | 571.4 | 589.7 | 631.2 | 650.4 | 666.8 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 60.5 | 91.6 | 100.5 | 103.9 | 112.8 | 114.0 | 121.9 |
| Arts, Entertainment & Recreation | 31.8 | 48.1 | 51.3 | 52.9 | 56.3 | 58.6 | 60.2 |
| Retail (incl. Motor Fuel) | 13.3 | 18.2 | 19.4 | 20.1 | 21.4 | 24.1 | 24.3 |
| Air Transportation | 0.8 | 1.0 | 1.0 | 1.2 | 1.4 | 1.5 | 1.3 |
| Travel Arrangement Services | 3.2 | 6.7 | 7.6 | 3.4 | 2.8 | 2.7 | 2.3 |
| Auto Rental & other ground tran. | 0.5 | 0.6 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 |
| Total Direct Earnings | 110.2 | 166.3 | 180.5 | 182.3 | 195.3 | 201.6 | 210.9 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 3,290 | 4,490 | 4,630 | 4,440 | 4,400 | 4,270 | 4,470 |
| Arts, Entertainment & Recreation | 1,860 | 2,580 | 2,550 | 2,460 | 2,360 | 2,340 | 3,420 |
| Retail (incl. Motor Fuel) | 720 | 900 | 910 | 850 | 800 | 860 | 870 |
| Air Transportation | 10 | 20 | 20 | 20 | 20 | 20 | 20 |
| Travel Arrangement Services | 110 | 160 | 170 | 100 | 80 | 80 | 70 |
| Auto Rental & other ground tran. | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total Direct Employment | 6,020 | 8,190 | 8,310 | 7,910 | 7,700 | 7,600 | 8,880 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 8.7 | 14.4 | 15.6 | 16.7 | 18.1 | 18.3 | 19.0 |
| State Taxes | 14.3 | 21.3 | 22.6 | 23.3 | 24.7 | 25.6 | 26.2 |
| Total Direct Taxes | 23.0 | 35.7 | 38.3 | 39.9 | 42.8 | 43.9 | 45.2 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Nevada County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 33.0 | 42.9 | 45.2 | 54.3 | 60.6 | 63.3 | 65.8 |
| Private Campground | 34.1 | 37.8 | 33.6 | 36.0 | 39.2 | 40.0 | 39.7 |
| Public Campground | 5.8 | 6.6 | 6.7 | 6.9 | 7.3 | 7.4 | 7.3 |
| Private Home | 27.2 | 33.3 | 34.5 | 36.1 | 38.0 | 37.8 | 38.5 |
| Vacation Home | 27.3 | 31.0 | 31.7 | 32.6 | 33.7 | 36.5 | 37.0 |
| Day Travel | 25.9 | 30.5 | 30.2 | 32.6 | 34.9 | 34.0 | 34.5 |
| Spending at Destination | 153.4 | 182.0 | 182.0 | 198.3 | 213.6 | 218.9 | 222.9 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 28.0 | 33.6 | 33.9 | 37.6 | 40.4 | 42.8 | 43.7 |
| Food & Beverage Services | 43.0 | 50.0 | 50.6 | 54.7 | 57.9 | 59.5 | 62.5 |
| Food Stores | 12.7 | 15.1 | 14.8 | 15.5 | 16.3 | 16.8 | 17.3 |
| Ground Tran. & Motor Fuel | 11.9 | 14.2 | 13.0 | 15.1 | 19.0 | 17.7 | 16.1 |
| Recreation, Entertainment | 26.5 | 31.8 | 32.2 | 35.0 | 37.2 | 38.3 | 39.4 |
| Shopping | 31.3 | 37.3 | 37.5 | 40.3 | 42.8 | 43.8 | 43.9 |
| Spending at Destination | 153.4 | 182.0 | 182.0 | 198.3 | 213.6 | 218.9 | 222.9 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 153.4 | 182.0 | 182.0 | 198.3 | 213.6 | 218.9 | 222.9 |
| Air Transp. & Travel Services | 0.2 | 0.3 | 0.3 | 0.3 | 0.4 | 0.4 | 1.0 |
| Total Direct Spending | 153.6 | 182.4 | 182.3 | 198.6 | 214.0 | 219.3 | 223.9 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 30.5 | 35.7 | 36.9 | 41.0 | 44.3 | 45.6 | 48.9 |
| Arts, Entertainment & Recreation | 8.6 | 10.3 | 10.5 | 11.3 | 12.1 | 12.4 | 12.8 |
| Retail (incl. Motor Fuel) | 6.8 | 7.7 | 7.8 | 8.4 | 8.9 | 9.6 | 9.7 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.8 | 1.0 | 1.0 | 0.9 | 1.3 | 1.2 | 3.2 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 46.6 | 54.7 | 56.1 | 61.7 | 66.6 | 68.7 | 74.6 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 1,830 | 1,940 | 1,890 | 2,010 | 2,140 | 2,100 | 2,110 |
| Arts, Entertainment & Recreation | 670 | 740 | 700 | 730 | 760 | 740 | 690 |
| Retail (incl. Motor Fuel) | 340 | 360 | 340 | 350 | 350 | 360 | 370 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 30 | 50 | 50 | 40 | 50 | 40 | 120 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 2,880 | 3,090 | 2,980 | 3,130 | 3,290 | 3,240 | 3,300 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 2.1 | 2.6 | 2.7 | 3.0 | 3.3 | 3.4 | 3.5 |
| State Taxes | 6.5 | 7.8 | 7.9 | 8.4 | 9.0 | 9.1 | 9.4 |
| Total Direct Taxes | 8.6 | 10.4 | 10.5 | 11.4 | 12.3 | 12.5 | 12.9 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Orange County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 2,150 | 2,833 | 2,928 | 3,015 | 3,315 | 3,358 | 3,373 |
| Private Campground | 81 | 88 | 82 | 86 | 90 | 91 | 90 |
| Public Campground | 10 | 12 | 12 | 11 | 13 | 14 | 13 |
| Private Home | 540 | 660 | 682 | 717 | 758 | 748 | 756 |
| Vacation Home | 87 | 98 | 100 | 103 | 107 | 115 | 116 |
| Day Travel | 1,274 | 1,605 | 1,645 | 1,711 | 1,841 | 1,755 | 1,780 |
| Spending at Destination | 4,143 | 5,296 | 5,449 | 5,644 | 6,125 | 6,081 | 6,129 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 680 | 898 | 931 | 951 | 1,050 | 1,081 | 1,062 |
| Food & Beverage Services | 1,035 | 1,292 | 1,343 | 1,375 | 1,456 | 1,447 | 1,513 |
| Food Stores | 114 | 147 | 152 | 156 | 164 | 164 | 169 |
| Ground Tran. & Motor Fuel | 485 | 600 | 578 | 649 | 772 | 727 | 690 |
| Recreation, Entertainment | 995 | 1,285 | 1,332 | 1,368 | 1,462 | 1,451 | 1,487 |
| Shopping | 835 | 1,075 | 1,113 | 1,145 | 1,222 | 1,210 | 1,208 |
| Spending at Destination | 4,143 | 5,296 | 5,449 | 5,644 | 6,125 | 6,081 | 6,129 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 4,143 | 5,296 | 5,449 | 5,644 | 6,125 | 6,081 | 6,129 |
| Air Transp. & Travel Services | 128 | 217 | 210 | 216 | 212 | 229 | 216 |
| Total Direct Spending | 4,271 | 5,513 | 5,659 | 5,860 | 6,337 | 6,310 | 6,345 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 652 | 827 | 877 | 906 | 990 | 983 | 1,028 |
| Arts, Entertainment & Recreation | 450 | 580 | 602 | 618 | 660 | 655 | 672 |
| Retail (incl. Motor Fuel) | 133 | 155 | 162 | 168 | 180 | 192 | 194 |
| Air Transportation | 24 | 41 | 42 | 41 | 40 | 47 | 43 |
| Travel Arrangement Services | 189 | 259 | 252 | 275 | 255 | 239 | 241 |
| Auto Rental & other ground tran. | 23 | 30 | 32 | 33 | 36 | 34 | 35 |
| Total Direct Earnings | 1,470 | 1,893 | 1,966 | 2,042 | 2,161 | 2,151 | 2,213 |
| Travel-Generated Employment by Industry (Thousand Jobs) | | | | | | | |
| Accommodations & Food Service | 34.6 | 39.6 | 40.7 | 40.8 | 43.3 | 40.9 | 41.4 |
| Arts, Entertainment & Recreation | 21.5 | 25.5 | 25.1 | 25.3 | 25.8 | 24.4 | 24.4 |
| Retail (incl. Motor Fuel) | 5.9 | 6.3 | 6.4 | 6.3 | 6.4 | 6.5 | 6.4 |
| Air Transportation | 0.8 | 1.2 | 1.1 | 1.1 | 1.1 | 1.1 | 1.0 |
| Travel Arrangement Services | 5.9 | 6.4 | 5.9 | 6.0 | 5.4 | 5.1 | 5.1 |
| Auto Rental & other ground tran. | 1.1 | 1.4 | 1.4 | 1.4 | 1.5 | 1.4 | 1.3 |
| Total Direct Employment | 69.9 | 80.3 | 80.6 | 80.9 | 83.4 | 79.3 | 79.7 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 98.1 | 140.2 | 144.3 | 147.9 | 162.3 | 165.7 | 164.4 |
| State Taxes | 182.9 | 236.0 | 243.5 | 251.3 | 268.2 | 263.9 | 268.0 |
| Total Direct Taxes | 281.0 | 376.2 | 387.8 | 399.2 | 430.5 | 429.6 | 432.4 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Placer County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 154.8 | 235.1 | 265.0 | 281.9 | 288.1 | 292.1 | 300.2 |
| Private Campground | 14.9 | 20.6 | 17.0 | 18.2 | 18.3 | 18.6 | 18.4 |
| Public Campground | 13.6 | 12.8 | 16.8 | 14.4 | 16.2 | 16.4 | 16.2 |
| Private Home | 51.9 | 69.5 | 72.8 | 78.0 | 84.4 | 87.7 | 92.2 |
| Vacation Home | 52.3 | 58.9 | 60.0 | 61.7 | 64.1 | 66.0 | 69.3 |
| Day Travel | 50.8 | 68.0 | 72.9 | 76.4 | 80.0 | 78.0 | 80.3 |
| Spending at Destination | 338.3 | 464.9 | 504.4 | 530.6 | 551.1 | 558.9 | 576.5 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 69.1 | 99.2 | 110.1 | 115.4 | 119.2 | 120.3 | 124.8 |
| Food & Beverage Services | 87.5 | 119.8 | 132.1 | 137.7 | 139.1 | 142.7 | 151.7 |
| Food Stores | 15.9 | 21.1 | 23.0 | 23.1 | 23.6 | 24.6 | 25.7 |
| Ground Tran. & Motor Fuel | 31.9 | 38.3 | 35.1 | 40.8 | 50.9 | 47.5 | 43.5 |
| Recreation, Entertainment | 70.6 | 97.6 | 106.5 | 111.6 | 113.8 | 116.9 | 122.2 |
| Shopping | 63.3 | 88.9 | 97.6 | 102.1 | 104.5 | 106.9 | 108.6 |
| Spending at Destination | 338.3 | 464.9 | 504.4 | 530.6 | 551.1 | 558.9 | 576.5 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 338.3 | 464.9 | 504.4 | 530.6 | 551.1 | 558.9 | 576.5 |
| Air Transp. & Travel Services | 2.2 | 3.2 | 3.7 | 3.6 | 3.6 | 3.4 | 3.6 |
| Total Direct Spending | 340.5 | 468.1 | 508.1 | 534.2 | 554.7 | 562.3 | 580.1 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 57.3 | 80.5 | 91.2 | 96.1 | 99.5 | 99.9 | 107.8 |
| Arts, Entertainment & Recreation | 29.2 | 40.3 | 44.0 | 46.1 | 47.1 | 48.3 | 50.5 |
| Retail (incl. Motor Fuel) | 11.4 | 14.4 | 15.8 | 16.6 | 17.2 | 18.7 | 19.2 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 6.9 | 10.0 | 11.5 | 11.2 | 11.2 | 10.5 | 11.0 |
| Auto Rental & other ground tran. | 0.3 | 0.4 | 0.4 | 0.4 | 0.5 | 0.5 | 0.5 |
| Total Direct Earnings | 105.1 | 145.6 | 162.9 | 170.5 | 175.4 | 177.9 | 189.0 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 3,670 | 4,640 | 4,700 | 4,700 | 4,840 | 4,650 | 4,890 |
| Arts, Entertainment & Recreation | 2,290 | 2,900 | 2,780 | 2,800 | 2,800 | 2,730 | 3,100 |
| Retail (incl. Motor Fuel) | 570 | 650 | 640 | 630 | 630 | 640 | 650 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 400 | 480 | 490 | 450 | 420 | 400 | 420 |
| Auto Rental & other ground tran. | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| Total Direct Employment | 6,950 | 8,690 | 8,630 | 8,600 | 8,700 | 8,440 | 9,080 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 5.8 | 9.5 | 10.8 | 11.6 | 12.0 | 12.1 | 12.6 |
| State Taxes | 14.2 | 19.6 | 21.3 | 22.2 | 22.8 | 23.1 | 23.8 |
| Total Direct Taxes | 20.1 | 29.2 | 32.1 | 33.8 | 34.9 | 35.2 | 36.4 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Plumas County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 16.7 | 16.8 | 15.8 | 19.8 | 22.5 | 26.7 | 27.9 |
| Private Campground | 14.3 | 18.0 | 22.7 | 19.5 | 20.2 | 20.8 | 20.9 |
| Public Campground | 6.2 | 6.9 | 7.1 | 7.2 | 7.6 | 7.8 | 7.8 |
| Private Home | 6.4 | 7.4 | 7.6 | 7.9 | 8.1 | 8.0 | 8.2 |
| Vacation Home | 15.1 | 17.1 | 17.5 | 18.0 | 18.5 | 19.3 | 19.5 |
| Day Travel | 9.1 | 10.4 | 11.3 | 11.2 | 11.8 | 11.8 | 12.0 |
| Spending at Destination | 67.7 | 76.7 | 82.0 | 83.6 | 88.8 | 94.4 | 96.3 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 15.2 | 17.0 | 17.9 | 18.7 | 20.0 | 22.0 | 22.3 |
| Food & Beverage Services | 19.1 | 21.1 | 22.6 | 23.0 | 24.2 | 25.8 | 27.0 |
| Food Stores | 6.3 | 7.7 | 8.9 | 8.3 | 8.6 | 8.9 | 9.1 |
| Ground Tran. & Motor Fuel | 1.9 | 2.2 | 2.0 | 2.4 | 3.0 | 2.8 | 2.5 |
| Recreation, Entertainment | 11.5 | 13.1 | 13.8 | 14.3 | 15.1 | 16.1 | 16.5 |
| Shopping | 13.7 | 15.7 | 16.8 | 17.0 | 17.9 | 18.8 | 18.8 |
| Spending at Destination | 67.7 | 76.7 | 82.0 | 83.6 | 88.8 | 94.4 | 96.3 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 67.7 | 76.7 | 82.0 | 83.6 | 88.8 | 94.4 | 96.3 |
| Air Transp. & Travel Services | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Total Direct Spending | 67.7 | 76.8 | 82.1 | 83.7 | 88.9 | 94.5 | 96.4 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 15.2 | 16.7 | 18.2 | 19.0 | 20.5 | 22.0 | 23.5 |
| Arts, Entertainment & Recreation | 3.4 | 3.9 | 4.1 | 4.2 | 4.5 | 4.8 | 4.9 |
| Retail (incl. Motor Fuel) | 2.9 | 3.3 | 3.7 | 3.6 | 3.8 | 4.1 | 4.2 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.2 | 0.2 | 0.3 | 0.3 | 0.3 | 0.3 | 0.4 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 21.7 | 24.0 | 26.2 | 27.2 | 29.1 | 31.2 | 32.9 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 1,080 | 1,070 | 1,110 | 1,050 | 1,230 | 1,250 | 1,220 |
| Arts, Entertainment & Recreation | 210 | 220 | 210 | 200 | 230 | 230 | 230 |
| Retail (incl. Motor Fuel) | 180 | 190 | 200 | 180 | 190 | 200 | 210 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 10 | 10 | 10 | 10 | 20 | 10 | 20 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 1,480 | 1,490 | 1,530 | 1,440 | 1,660 | 1,690 | 1,670 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 1.1 | 1.2 | 1.3 | 1.3 | 1.4 | 1.6 | 1.7 |
| State Taxes | 2.6 | 3.0 | 3.2 | 3.2 | 3.4 | 3.6 | 3.7 |
| Total Direct Taxes | 3.7 | 4.2 | 4.4 | 4.6 | 4.9 | 5.2 | 5.4 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Riverside County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 893 | 1,147 | 1,254 | 1,379 | 1,442 | 1,539 | 1,583 |
| Private Campground | 343 | 543 | 453 | 491 | 534 | 545 | 543 |
| Public Campground | 18 | 18 | 19 | 20 | 20 | 21 | 21 |
| Private Home | 333 | 430 | 452 | 477 | 508 | 520 | 539 |
| Vacation Home | 525 | 591 | 606 | 621 | 643 | 666 | 686 |
| Day Travel | 872 | 1,150 | 1,145 | 1,229 | 1,300 | 1,279 | 1,308 |
| Spending at Destination | 2,983 | 3,880 | 3,928 | 4,217 | 4,447 | 4,569 | 4,680 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 525 | 678 | 701 | 753 | 792 | 846 | 854 |
| Food & Beverage Services | 837 | 1,069 | 1,091 | 1,162 | 1,203 | 1,238 | 1,311 |
| Food Stores | 144 | 209 | 198 | 210 | 220 | 228 | 236 |
| Ground Tran. & Motor Fuel | 196 | 237 | 220 | 253 | 313 | 292 | 270 |
| Recreation, Entertainment | 539 | 705 | 724 | 774 | 807 | 831 | 864 |
| Shopping | 742 | 982 | 995 | 1,064 | 1,112 | 1,135 | 1,146 |
| Spending at Destination | 2,983 | 3,880 | 3,928 | 4,217 | 4,447 | 4,569 | 4,680 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 2,983 | 3,880 | 3,928 | 4,217 | 4,447 | 4,569 | 4,680 |
| Air Transp. & Travel Services | 36 | 56 | 45 | 58 | 62 | 62 | 59 |
| Total Direct Spending | 3,019 | 3,936 | 3,973 | 4,275 | 4,509 | 4,631 | 4,740 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 439 | 562 | 590 | 641 | 677 | 700 | 750 |
| Arts, Entertainment & Recreation | 227 | 297 | 305 | 326 | 340 | 350 | 364 |
| Retail (incl. Motor Fuel) | 117 | 146 | 147 | 158 | 166 | 181 | 184 |
| Air Transportation | 9 | 14 | 11 | 15 | 16 | 16 | 14 |
| Travel Arrangement Services | 30 | 37 | 38 | 38 | 37 | 35 | 40 |
| Auto Rental & other ground tran. | 3 | 5 | 5 | 5 | 5 | 5 | 5 |
| Total Direct Earnings | 826 | 1,060 | 1,095 | 1,183 | 1,241 | 1,286 | 1,358 |
| Travel-Generated Employment by Industry (Thousand Jobs) | | | | | | | |
| Accommodations & Food Service | 30.9 | 35.8 | 35.5 | 37.6 | 36.8 | 36.1 | 37.3 |
| Arts, Entertainment & Recreation | 15.0 | 18.0 | 17.1 | 18.1 | 17.2 | 16.8 | 17.0 |
| Retail (incl. Motor Fuel) | 6.5 | 7.4 | 7.1 | 7.3 | 6.9 | 7.1 | 7.0 |
| Air Transportation | 0.4 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.4 |
| Travel Arrangement Services | 1.0 | 1.1 | 1.0 | 0.9 | 0.9 | 0.9 | 1.0 |
| Auto Rental & other ground tran. | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Total Direct Employment | 54.0 | 62.9 | 61.5 | 64.7 | 62.4 | 61.6 | 62.9 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 55.8 | 74.4 | 77.8 | 83.6 | 88.3 | 92.8 | 94.6 |
| State Taxes | 130.5 | 170.9 | 173.4 | 184.8 | 193.7 | 197.0 | 203.0 |
| Total Direct Taxes | 186.2 | 245.3 | 251.2 | 268.4 | 282.0 | 289.7 | 297.6 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Sacramento County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 432 | 557 | 604 | 649 | 751 | 776 | 790 |
| Private Campground | 23 | 25 | 24 | 27 | 27 | 27 | 27 |
| Public Campground | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Private Home | 325 | 397 | 408 | 428 | 452 | 453 | 461 |
| Vacation Home | 13 | 14 | 15 | 15 | 16 | 17 | 18 |
| Day Travel | 400 | 495 | 512 | 545 | 596 | 573 | 581 |
| Spending at Destination | 1,192 | 1,489 | 1,563 | 1,664 | 1,841 | 1,846 | 1,877 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 134 | 173 | 188 | 201 | 226 | 237 | 241 |
| Food & Beverage Services | 313 | 382 | 408 | 429 | 466 | 471 | 495 |
| Food Stores | 40 | 52 | 55 | 57 | 61 | 62 | 64 |
| Ground Tran. & Motor Fuel | 200 | 249 | 243 | 270 | 318 | 300 | 288 |
| Recreation, Entertainment | 235 | 295 | 313 | 331 | 361 | 365 | 377 |
| Shopping | 269 | 338 | 357 | 377 | 409 | 411 | 412 |
| Spending at Destination | 1,192 | 1,489 | 1,563 | 1,664 | 1,841 | 1,846 | 1,877 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 1,192 | 1,489 | 1,563 | 1,664 | 1,841 | 1,846 | 1,877 |
| Air Transp. & Travel Services | 54 | 65 | 70 | 81 | 89 | 86 | 79 |
| Total Direct Spending | 1,246 | 1,554 | 1,633 | 1,746 | 1,930 | 1,932 | 1,956 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 167 | 206 | 226 | 242 | 270 | 273 | 292 |
| Arts, Entertainment & Recreation | 104 | 131 | 139 | 146 | 160 | 162 | 167 |
| Retail (incl. Motor Fuel) | 44 | 50 | 53 | 57 | 62 | 67 | 68 |
| Air Transportation | 15 | 16 | 18 | 22 | 23 | 22 | 20 |
| Travel Arrangement Services | 35 | 38 | 41 | 43 | 49 | 46 | 44 |
| Auto Rental & other ground tran. | 12 | 15 | 16 | 17 | 18 | 18 | 18 |
| Total Direct Earnings | 377 | 457 | 494 | 527 | 581 | 587 | 608 |
| Travel-Generated Employment by Industry (Thousand Jobs) | | | | | | | |
| Accommodations & Food Service | 11.4 | 12.7 | 12.9 | 13.1 | 14.2 | 13.7 | 14.2 |
| Arts, Entertainment & Recreation | 5.9 | 6.8 | 6.6 | 6.7 | 7.0 | 6.7 | 6.5 |
| Retail (incl. Motor Fuel) | 2.4 | 2.5 | 2.4 | 2.4 | 2.5 | 2.5 | 2.5 |
| Air Transportation | 0.6 | 0.5 | 0.5 | 0.7 | 0.7 | 0.6 | 0.5 |
| Travel Arrangement Services | 1.6 | 1.3 | 1.3 | 1.3 | 1.3 | 1.3 | 1.1 |
| Auto Rental & other ground tran. | 0.6 | 0.8 | 0.7 | 0.7 | 0.8 | 0.7 | 0.7 |
| Total Direct Employment | 22.5 | 24.6 | 24.4 | 24.9 | 26.5 | 25.5 | 25.5 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 25.6 | 33.9 | 36.2 | 38.3 | 42.7 | 43.7 | 44.4 |
| State Taxes | 58.2 | 73.2 | 76.9 | 81.0 | 88.2 | 87.6 | 89.3 |
| Total Direct Taxes | 83.8 | 107.1 | 113.1 | 119.2 | 131.0 | 131.3 | 133.7 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

San Benito County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|------|------|------|-------|-------|------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 5.6 | 8.8 | 9.4 | 10.6 | 11.5 | 10.8 | 9.8 |
| Private Campground | 15.0 | 16.2 | 15.8 | 17.6 | 18.8 | 19.4 | 19.4 |
| Public Campground | 0.3 | 0.4 | 0.5 | 0.5 | 0.6 | 0.6 | 0.6 |
| Private Home | 12.8 | 17.5 | 18.5 | 19.7 | 21.2 | 21.2 | 21.7 |
| Vacation Home | 1.4 | 1.6 | 1.7 | 1.7 | 1.7 | 1.8 | 1.9 |
| Day Travel | 13.4 | 16.7 | 17.2 | 18.8 | 20.1 | 19.2 | 19.3 |
| Spending at Destination | 48.6 | 61.2 | 63.0 | 68.9 | 74.0 | 73.0 | 72.8 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 5.6 | 7.1 | 7.3 | 8.1 | 8.9 | 8.8 | 8.2 |
| Food & Beverage Services | 15.0 | 18.6 | 19.4 | 21.0 | 22.2 | 21.9 | 22.6 |
| Food Stores | 5.0 | 6.2 | 6.4 | 6.9 | 7.3 | 7.5 | 7.7 |
| Ground Tran. & Motor Fuel | 2.4 | 2.9 | 2.6 | 3.1 | 3.9 | 3.6 | 3.3 |
| Recreation, Entertainment | 9.1 | 11.7 | 12.2 | 13.3 | 14.1 | 13.9 | 14.0 |
| Shopping | 11.5 | 14.6 | 15.2 | 16.5 | 17.6 | 17.3 | 17.1 |
| Spending at Destination | 48.6 | 61.2 | 63.0 | 68.9 | 74.0 | 73.0 | 72.8 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 48.6 | 61.2 | 63.0 | 68.9 | 74.0 | 73.0 | 72.8 |
| Air Transp. & Travel Services | 0.1 | 0.1 | 0.1 | 0.1 | 0.3 | 0.3 | 0.3 |
| Total Direct Spending | 48.7 | 61.3 | 63.1 | 69.0 | 74.3 | 73.3 | 73.1 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 9.9 | 12.2 | 12.9 | 14.4 | 15.5 | 15.2 | 15.9 |
| Arts, Entertainment & Recreation | 2.3 | 3.0 | 3.2 | 3.4 | 3.7 | 3.6 | 3.6 |
| Retail (incl. Motor Fuel) | 2.1 | 2.5 | 2.6 | 2.9 | 3.1 | 3.2 | 3.2 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.3 | 0.4 | 0.4 | 0.4 | 0.7 | 0.7 | 0.6 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 14.6 | 18.1 | 19.1 | 21.1 | 23.0 | 22.8 | 23.4 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 530 | 600 | 600 | 620 | 640 | 600 | 680 |
| Arts, Entertainment & Recreation | 210 | 250 | 240 | 250 | 250 | 230 | 200 |
| Retail (incl. Motor Fuel) | 110 | 120 | 120 | 120 | 110 | 110 | 100 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 870 | 980 | 970 | 1,000 | 1,020 | 960 | 1,000 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 0.7 | 1.1 | 1.1 | 1.2 | 1.4 | 1.3 | 1.3 |
| State Taxes | 2.1 | 2.7 | 2.8 | 3.0 | 3.3 | 3.2 | 3.2 |
| Total Direct Taxes | 2.8 | 3.8 | 4.0 | 4.3 | 4.6 | 4.5 | 4.5 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

San Bernardino County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 383 | 477 | 512 | 559 | 615 | 653 | 668 |
| Private Campground | 90 | 174 | 128 | 141 | 156 | 158 | 155 |
| Public Campground | 17 | 17 | 17 | 19 | 20 | 20 | 20 |
| Private Home | 285 | 351 | 364 | 383 | 409 | 408 | 413 |
| Vacation Home | 540 | 608 | 622 | 641 | 668 | 678 | 684 |
| Day Travel | 560 | 702 | 697 | 743 | 801 | 771 | 776 |
| Spending at Destination | 1,874 | 2,329 | 2,340 | 2,486 | 2,668 | 2,687 | 2,716 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 290 | 358 | 366 | 386 | 411 | 433 | 435 |
| Food & Beverage Services | 493 | 601 | 612 | 641 | 668 | 678 | 712 |
| Food Stores | 70 | 98 | 94 | 98 | 102 | 105 | 108 |
| Ground Tran. & Motor Fuel | 255 | 310 | 291 | 333 | 407 | 381 | 354 |
| Recreation, Entertainment | 325 | 406 | 415 | 436 | 458 | 465 | 479 |
| Shopping | 440 | 556 | 563 | 592 | 622 | 626 | 627 |
| Spending at Destination | 1,874 | 2,329 | 2,340 | 2,486 | 2,668 | 2,687 | 2,716 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 1,874 | 2,329 | 2,340 | 2,486 | 2,668 | 2,687 | 2,716 |
| Air Transp. & Travel Services | 40 | 66 | 65 | 61 | 64 | 70 | 64 |
| Total Direct Spending | 1,914 | 2,395 | 2,405 | 2,547 | 2,733 | 2,757 | 2,780 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 250 | 305 | 319 | 341 | 364 | 371 | 397 |
| Arts, Entertainment & Recreation | 145 | 181 | 185 | 194 | 204 | 207 | 214 |
| Retail (incl. Motor Fuel) | 73 | 86 | 87 | 93 | 98 | 104 | 105 |
| Air Transportation | 12 | 18 | 19 | 18 | 18 | 19 | 18 |
| Travel Arrangement Services | 19 | 22 | 23 | 22 | 22 | 21 | 19 |
| Auto Rental & other ground tran. | 6 | 8 | 9 | 9 | 10 | 9 | 10 |
| Total Direct Earnings | 506 | 621 | 641 | 677 | 716 | 733 | 763 |
| Travel-Generated Employment by Industry (Thousand Jobs) | | | | | | | |
| Accommodations & Food Service | 18.6 | 20.6 | 19.3 | 21.0 | 21.6 | 21.0 | 21.5 |
| Arts, Entertainment & Recreation | 13.2 | 15.1 | 13.6 | 14.8 | 14.7 | 14.2 | 13.1 |
| Retail (incl. Motor Fuel) | 4.1 | 4.5 | 4.1 | 4.3 | 4.3 | 4.3 | 4.2 |
| Air Transportation | 0.4 | 0.6 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 |
| Travel Arrangement Services | 0.8 | 0.8 | 0.7 | 0.7 | 0.7 | 0.6 | 0.6 |
| Auto Rental & other ground tran. | 0.3 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 |
| Total Direct Employment | 37.5 | 41.9 | 38.6 | 41.7 | 42.2 | 41.1 | 40.1 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 29.5 | 37.7 | 38.7 | 41.5 | 45.0 | 46.3 | 46.9 |
| State Taxes | 88.4 | 111.4 | 112.8 | 118.3 | 125.3 | 124.8 | 126.8 |
| Total Direct Taxes | 117.9 | 149.1 | 151.5 | 159.7 | 170.3 | 171.1 | 173.7 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

San Diego County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 2,356 | 3,418 | 3,827 | 4,106 | 4,451 | 4,360 | 4,374 |
| Private Campground | 113 | 290 | 270 | 283 | 312 | 320 | 319 |
| Public Campground | 63 | 55 | 54 | 51 | 68 | 69 | 69 |
| Private Home | 583 | 689 | 708 | 738 | 773 | 766 | 782 |
| Vacation Home | 171 | 191 | 195 | 201 | 207 | 219 | 223 |
| Day Travel | 1,618 | 2,218 | 2,357 | 2,494 | 2,676 | 2,524 | 2,547 |
| Spending at Destination | 4,904 | 6,861 | 7,412 | 7,872 | 8,487 | 8,258 | 8,312 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 794 | 1,173 | 1,303 | 1,389 | 1,519 | 1,489 | 1,482 |
| Food & Beverage Services | 1,327 | 1,822 | 1,985 | 2,090 | 2,212 | 2,159 | 2,238 |
| Food Stores | 147 | 223 | 235 | 244 | 260 | 261 | 266 |
| Ground Tran. & Motor Fuel | 451 | 557 | 536 | 603 | 718 | 677 | 641 |
| Recreation, Entertainment | 1,084 | 1,533 | 1,670 | 1,767 | 1,884 | 1,831 | 1,861 |
| Shopping | 1,101 | 1,553 | 1,683 | 1,778 | 1,895 | 1,843 | 1,824 |
| Spending at Destination | 4,904 | 6,861 | 7,412 | 7,872 | 8,487 | 8,258 | 8,312 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 4,904 | 6,861 | 7,412 | 7,872 | 8,487 | 8,258 | 8,312 |
| Air Transp. & Travel Services | 243 | 276 | 252 | 253 | 279 | 301 | 273 |
| Total Direct Spending | 5,147 | 7,137 | 7,664 | 8,125 | 8,766 | 8,560 | 8,586 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 832 | 1,169 | 1,313 | 1,404 | 1,527 | 1,471 | 1,542 |
| Arts, Entertainment & Recreation | 492 | 696 | 758 | 802 | 855 | 831 | 845 |
| Retail (incl. Motor Fuel) | 168 | 217 | 235 | 250 | 267 | 282 | 282 |
| Air Transportation | 77 | 74 | 69 | 69 | 73 | 80 | 74 |
| Travel Arrangement Services | 88 | 113 | 121 | 122 | 131 | 123 | 106 |
| Auto Rental & other ground tran. | 21 | 28 | 30 | 31 | 33 | 32 | 33 |
| Total Direct Earnings | 1,677 | 2,298 | 2,526 | 2,678 | 2,887 | 2,821 | 2,882 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 47.7 | 60.4 | 62.5 | 64.3 | 67.6 | 62.2 | 63.3 |
| Arts, Entertainment & Recreation | 23.6 | 30.6 | 30.2 | 31.2 | 31.6 | 29.3 | 29.2 |
| Retail (incl. Motor Fuel) | 8.9 | 10.5 | 10.5 | 10.5 | 10.5 | 10.5 | 10.3 |
| Air Transportation | 2.4 | 2.1 | 2.2 | 2.1 | 2.2 | 2.1 | 1.9 |
| Travel Arrangement Services | 3.5 | 3.7 | 3.6 | 3.5 | 3.4 | 3.2 | 2.8 |
| Auto Rental & other ground tran. | 1.1 | 1.4 | 1.3 | 1.3 | 1.4 | 1.3 | 1.2 |
| Total Direct Employment | 87.2 | 108.6 | 110.3 | 112.9 | 116.7 | 108.6 | 108.7 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 121.7 | 168.8 | 185.6 | 199.0 | 216.5 | 210.6 | 210.8 |
| State Taxes | 216.8 | 300.0 | 322.9 | 340.3 | 363.5 | 353.2 | 357.0 |
| Total Direct Taxes | 338.5 | 468.8 | 508.5 | 539.3 | 580.0 | 563.8 | 567.8 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

San Francisco County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 2,192 | 3,393 | 3,647 | 4,169 | 4,339 | 3,681 | 3,551 |
| Private Campground | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Public Campground | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Private Home | 192 | 222 | 228 | 235 | 245 | 239 | 241 |
| Vacation Home | 23 | 26 | 26 | 27 | 28 | 32 | 32 |
| Day Travel | 550 | 792 | 839 | 943 | 962 | 815 | 822 |
| Spending at Destination | 2,957 | 4,433 | 4,740 | 5,374 | 5,573 | 4,767 | 4,645 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 757 | 1,188 | 1,279 | 1,465 | 1,596 | 1,295 | 1,132 |
| Food & Beverage Services | 778 | 1,146 | 1,233 | 1,393 | 1,396 | 1,209 | 1,255 |
| Food Stores | 68 | 102 | 109 | 122 | 122 | 108 | 111 |
| Ground Tran. & Motor Fuel | 183 | 228 | 224 | 249 | 290 | 274 | 264 |
| Recreation, Entertainment | 538 | 814 | 873 | 989 | 999 | 867 | 881 |
| Shopping | 634 | 954 | 1,022 | 1,157 | 1,169 | 1,013 | 1,003 |
| Spending at Destination | 2,957 | 4,433 | 4,740 | 5,374 | 5,573 | 4,767 | 4,645 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 2,957 | 4,433 | 4,740 | 5,374 | 5,573 | 4,767 | 4,645 |
| Air Transp. & Travel Services | 2,680 | 3,136 | 2,974 | 3,054 | 3,254 | 3,115 | 2,844 |
| Total Direct Spending | 5,637 | 7,569 | 7,714 | 8,428 | 8,826 | 7,882 | 7,490 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 580 | 871 | 955 | 1,094 | 1,161 | 955 | 935 |
| Arts, Entertainment & Recreation | 256 | 388 | 416 | 471 | 476 | 413 | 420 |
| Retail (incl. Motor Fuel) | 93 | 127 | 136 | 154 | 156 | 149 | 149 |
| Air Transportation | 119 | 96 | 67 | 67 | 68 | 65 | 60 |
| Travel Arrangement Services | 123 | 158 | 151 | 157 | 183 | 172 | 140 |
| Auto Rental & other ground tran. | 13 | 18 | 19 | 20 | 21 | 20 | 21 |
| Total Direct Earnings | 1,185 | 1,657 | 1,743 | 1,964 | 2,066 | 1,775 | 1,725 |
| Travel-Generated Employment by Industry (Thousand Jobs) | | | | | | | |
| Accommodations & Food Service | 23.0 | 31.1 | 32.8 | 36.7 | 36.1 | 28.7 | 28.4 |
| Arts, Entertainment & Recreation | 10.4 | 14.4 | 14.6 | 16.3 | 15.2 | 12.6 | 11.3 |
| Retail (incl. Motor Fuel) | 3.5 | 4.3 | 4.5 | 4.8 | 4.4 | 4.0 | 4.0 |
| Air Transportation | 3.7 | 2.7 | 1.9 | 1.9 | 1.8 | 1.6 | 1.4 |
| Travel Arrangement Services | 3.7 | 3.9 | 3.7 | 3.6 | 3.7 | 3.5 | 2.9 |
| Auto Rental & other ground tran. | 0.7 | 0.9 | 0.9 | 0.9 | 0.9 | 0.8 | 0.8 |
| Total Direct Employment | 45.0 | 57.3 | 58.4 | 64.2 | 62.2 | 51.2 | 48.8 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 109.6 | 201.1 | 216.9 | 242.6 | 259.5 | 214.4 | 195.6 |
| State Taxes | 121.9 | 178.2 | 189.2 | 212.2 | 217.0 | 189.7 | 190.3 |
| Total Direct Taxes | 231.5 | 379.4 | 406.1 | 454.8 | 476.5 | 404.1 | 385.9 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

San Joaquin County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 85.5 | 81.6 | 89.9 | 98.8 | 122.2 | 128.3 | 128.5 |
| Private Campground | 28.9 | 39.8 | 38.1 | 42.3 | 54.1 | 54.3 | 53.0 |
| Public Campground | 2.3 | 1.7 | 2.0 | 2.3 | 2.6 | 2.6 | 2.5 |
| Private Home | 74.6 | 92.2 | 93.0 | 98.7 | 105.3 | 106.0 | 106.9 |
| Vacation Home | 6.5 | 7.4 | 7.5 | 7.8 | 8.1 | 8.6 | 8.7 |
| Day Travel | 102.0 | 120.1 | 121.8 | 131.6 | 149.2 | 143.7 | 143.2 |
| Spending at Destination | 299.8 | 342.8 | 352.3 | 381.4 | 441.4 | 443.5 | 442.7 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 32.6 | 33.5 | 36.6 | 39.5 | 48.4 | 51.5 | 51.9 |
| Food & Beverage Services | 72.6 | 80.5 | 85.6 | 90.5 | 100.8 | 103.3 | 108.2 |
| Food Stores | 15.0 | 18.7 | 19.6 | 20.7 | 23.1 | 24.0 | 24.7 |
| Ground Tran. & Motor Fuel | 68.5 | 82.1 | 75.2 | 87.5 | 109.3 | 102.0 | 93.2 |
| Recreation, Entertainment | 43.2 | 49.1 | 52.1 | 55.3 | 61.9 | 63.4 | 65.1 |
| Shopping | 68.0 | 78.9 | 83.2 | 88.1 | 97.9 | 99.5 | 99.6 |
| Spending at Destination | 299.8 | 342.8 | 352.3 | 381.4 | 441.4 | 443.5 | 442.7 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 299.8 | 342.8 | 352.3 | 381.4 | 441.4 | 443.5 | 442.7 |
| Air Transp. & Travel Services | 7.8 | 10.4 | 10.5 | 12.4 | 12.8 | 12.9 | 12.3 |
| Total Direct Spending | 307.6 | 353.2 | 362.8 | 393.8 | 454.2 | 456.5 | 455.0 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 44.9 | 48.1 | 52.9 | 57.0 | 66.4 | 68.1 | 72.8 |
| Arts, Entertainment & Recreation | 18.5 | 21.0 | 22.3 | 23.7 | 26.5 | 27.2 | 27.9 |
| Retail (incl. Motor Fuel) | 13.6 | 14.9 | 15.7 | 17.0 | 18.8 | 20.0 | 20.2 |
| Air Transportation | 1.3 | 1.8 | 1.8 | 2.3 | 2.4 | 2.5 | 2.3 |
| Travel Arrangement Services | 12.7 | 13.9 | 15.4 | 16.0 | 15.5 | 14.5 | 14.7 |
| Auto Rental & other ground tran. | 0.5 | 0.6 | 0.6 | 0.7 | 0.7 | 0.7 | 0.7 |
| Total Direct Earnings | 91.5 | 100.3 | 108.7 | 116.6 | 130.2 | 133.1 | 138.6 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 3,080 | 3,000 | 3,020 | 3,180 | 3,600 | 3,520 | 3,540 |
| Arts, Entertainment & Recreation | 1,680 | 1,750 | 1,670 | 1,760 | 1,890 | 1,840 | 1,730 |
| Retail (incl. Motor Fuel) | 780 | 780 | 750 | 780 | 820 | 820 | 810 |
| Air Transportation | 40 | 50 | 50 | 70 | 70 | 70 | 60 |
| Travel Arrangement Services | 480 | 450 | 450 | 440 | 390 | 370 | 340 |
| Auto Rental & other ground tran. | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total Direct Employment | 6,090 | 6,070 | 5,970 | 6,270 | 6,800 | 6,640 | 6,510 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 5.1 | 5.8 | 6.1 | 6.6 | 7.8 | 8.0 | 8.0 |
| State Taxes | 16.3 | 19.5 | 20.2 | 21.3 | 23.5 | 23.3 | 23.5 |
| Total Direct Taxes | 21.4 | 25.2 | 26.2 | 27.8 | 31.3 | 31.3 | 31.5 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

San Luis Obispo County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|--------|--------|--------|--------|--------|--------|--------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 315.5 | 363.7 | 392.5 | 422.6 | 472.0 | 471.8 | 475.8 |
| Private Campground | 46.6 | 61.4 | 59.3 | 66.5 | 71.5 | 73.4 | 73.3 |
| Public Campground | 17.1 | 16.8 | 17.6 | 20.5 | 20.1 | 20.6 | 20.6 |
| Private Home | 49.5 | 59.7 | 61.5 | 64.0 | 67.1 | 66.4 | 67.9 |
| Vacation Home | 24.4 | 27.7 | 28.3 | 29.0 | 30.0 | 32.1 | 32.6 |
| Day Travel | 167.1 | 196.4 | 204.7 | 220.6 | 236.7 | 224.4 | 224.7 |
| Spending at Destination | 620.3 | 725.7 | 763.8 | 823.2 | 897.4 | 888.7 | 894.9 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 122.6 | 143.4 | 153.7 | 165.5 | 184.2 | 192.3 | 198.5 |
| Food & Beverage Services | 174.2 | 199.1 | 211.4 | 226.0 | 242.0 | 237.3 | 243.9 |
| Food Stores | 27.9 | 34.2 | 35.4 | 38.6 | 40.2 | 40.7 | 41.5 |
| Ground Tran. & Motor Fuel | 33.8 | 40.6 | 37.2 | 43.3 | 54.0 | 50.4 | 46.1 |
| Recreation, Entertainment | 97.5 | 114.9 | 121.8 | 130.7 | 141.3 | 138.1 | 139.0 |
| Shopping | 164.2 | 193.6 | 204.3 | 219.2 | 235.6 | 230.0 | 226.0 |
| Spending at Destination | 620.3 | 725.7 | 763.8 | 823.2 | 897.4 | 888.7 | 894.9 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 620.3 | 725.7 | 763.8 | 823.2 | 897.4 | 888.7 | 894.9 |
| Air Transp. & Travel Services | 5.5 | 7.1 | 6.9 | 9.2 | 9.4 | 9.7 | 9.0 |
| Total Direct Spending | 625.8 | 732.9 | 770.7 | 832.4 | 906.8 | 898.5 | 903.9 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 119.4 | 136.4 | 148.6 | 160.8 | 177.8 | 176.2 | 185.8 |
| Arts, Entertainment & Recreation | 56.0 | 66.0 | 69.9 | 75.1 | 81.1 | 79.2 | 79.8 |
| Retail (incl. Motor Fuel) | 27.2 | 29.9 | 31.6 | 34.2 | 36.7 | 38.8 | 38.5 |
| Air Transportation | 1.6 | 1.9 | 1.9 | 2.5 | 2.4 | 2.5 | 2.3 |
| Travel Arrangement Services | 3.5 | 2.9 | 2.8 | 4.4 | 5.3 | 4.9 | 4.7 |
| Auto Rental & other ground tran. | 0.3 | 0.4 | 0.4 | 0.5 | 0.5 | 0.5 | 0.5 |
| Total Direct Earnings | 208.0 | 237.5 | 255.3 | 277.5 | 303.7 | 302.1 | 311.6 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 7,600 | 7,880 | 7,990 | 8,430 | 9,020 | 8,500 | 8,630 |
| Arts, Entertainment & Recreation | 5,870 | 6,350 | 6,160 | 6,520 | 6,730 | 6,260 | 5,860 |
| Retail (incl. Motor Fuel) | 1,560 | 1,560 | 1,550 | 1,600 | 1,610 | 1,610 | 1,530 |
| Air Transportation | 50 | 60 | 80 | 60 | 70 | 60 | 60 |
| Travel Arrangement Services | 160 | 140 | 120 | 180 | 200 | 190 | 160 |
| Auto Rental & other ground tran. | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| Total Direct Employment | 15,250 | 16,000 | 15,920 | 16,810 | 17,650 | 16,650 | 16,270 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 12.5 | 16.4 | 17.5 | 19.1 | 21.3 | 21.8 | 22.4 |
| State Taxes | 27.0 | 31.9 | 33.6 | 35.9 | 38.7 | 37.9 | 38.1 |
| Total Direct Taxes | 39.5 | 48.3 | 51.1 | 55.1 | 60.0 | 59.7 | 60.5 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

San Mateo County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 761 | 1,234 | 1,333 | 1,398 | 1,488 | 1,214 | 1,150 |
| Private Campground | 20 | 19 | 17 | 21 | 23 | 26 | 26 |
| Public Campground | 11 | 11 | 8 | 10 | 11 | 12 | 12 |
| Private Home | 212 | 242 | 246 | 256 | 271 | 271 | 275 |
| Vacation Home | 13 | 15 | 15 | 15 | 16 | 18 | 18 |
| Day Travel | 331 | 444 | 458 | 486 | 513 | 446 | 444 |
| Spending at Destination | 1,348 | 1,963 | 2,076 | 2,186 | 2,322 | 1,986 | 1,925 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 224 | 372 | 402 | 421 | 466 | 356 | 304 |
| Food & Beverage Services | 296 | 432 | 462 | 481 | 491 | 414 | 421 |
| Food Stores | 34 | 49 | 51 | 53 | 55 | 49 | 49 |
| Ground Tran. & Motor Fuel | 333 | 426 | 432 | 468 | 527 | 503 | 498 |
| Recreation, Entertainment | 207 | 310 | 330 | 345 | 355 | 300 | 299 |
| Shopping | 254 | 375 | 399 | 417 | 429 | 364 | 354 |
| Spending at Destination | 1,348 | 1,963 | 2,076 | 2,186 | 2,322 | 1,986 | 1,925 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 1,348 | 1,963 | 2,076 | 2,186 | 2,322 | 1,986 | 1,925 |
| Air Transp. & Travel Services | 428 | 502 | 478 | 490 | 527 | 549 | 502 |
| Total Direct Spending | 1,776 | 2,466 | 2,554 | 2,676 | 2,849 | 2,535 | 2,427 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 182 | 281 | 308 | 324 | 348 | 276 | 267 |
| Arts, Entertainment & Recreation | 89 | 134 | 142 | 149 | 153 | 129 | 129 |
| Retail (incl. Motor Fuel) | 44 | 57 | 61 | 64 | 67 | 63 | 62 |
| Air Transportation | 980 | 1,016 | 1,030 | 1,058 | 1,073 | 1,122 | 1,031 |
| Travel Arrangement Services | 16 | 26 | 29 | 29 | 47 | 44 | 40 |
| Auto Rental & other ground tran. | 29 | 39 | 41 | 43 | 46 | 45 | 46 |
| Total Direct Earnings | 1,340 | 1,552 | 1,611 | 1,667 | 1,735 | 1,679 | 1,575 |
| Travel-Generated Employment by Industry (Thousand Jobs) | | | | | | | |
| Accommodations & Food Service | 8.8 | 12.2 | 12.8 | 13.0 | 13.0 | 9.9 | 9.8 |
| Arts, Entertainment & Recreation | 5.2 | 7.2 | 7.2 | 7.3 | 6.9 | 5.6 | 5.4 |
| Retail (incl. Motor Fuel) | 1.6 | 1.9 | 1.9 | 1.9 | 1.8 | 1.6 | 1.6 |
| Air Transportation | 18.9 | 17.5 | 18.0 | 18.4 | 18.2 | 17.9 | 15.5 |
| Travel Arrangement Services | 0.9 | 1.0 | 1.0 | 1.0 | 1.1 | 1.0 | 0.9 |
| Auto Rental & other ground tran. | 1.5 | 1.9 | 1.9 | 1.9 | 1.9 | 1.7 | 1.7 |
| Total Direct Employment | 36.9 | 41.7 | 42.8 | 43.6 | 42.9 | 37.7 | 34.8 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 36.9 | 57.4 | 61.3 | 63.6 | 68.8 | 56.0 | 51.5 |
| State Taxes | 84.0 | 113.4 | 119.0 | 124.0 | 130.7 | 119.6 | 116.9 |
| Total Direct Taxes | 120.9 | 170.9 | 180.3 | 187.6 | 199.5 | 175.5 | 168.4 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Santa Barbara County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|--------|--------|--------|--------|--------|--------|--------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 411 | 546 | 587 | 641 | 680 | 697 | 707 |
| Private Campground | 18 | 19 | 18 | 21 | 22 | 23 | 23 |
| Public Campground | 13 | 14 | 12 | 9 | 16 | 16 | 16 |
| Private Home | 86 | 100 | 102 | 106 | 111 | 109 | 110 |
| Vacation Home | 22 | 25 | 26 | 26 | 27 | 29 | 29 |
| Day Travel | 199 | 246 | 256 | 271 | 288 | 275 | 277 |
| Spending at Destination | 749 | 950 | 1,002 | 1,074 | 1,144 | 1,149 | 1,161 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 144 | 191 | 205 | 222 | 241 | 253 | 260 |
| Food & Beverage Services | 209 | 258 | 275 | 293 | 304 | 304 | 315 |
| Food Stores | 25 | 31 | 32 | 33 | 36 | 36 | 37 |
| Ground Tran. & Motor Fuel | 54 | 66 | 62 | 71 | 86 | 81 | 75 |
| Recreation, Entertainment | 120 | 154 | 163 | 174 | 182 | 182 | 185 |
| Shopping | 197 | 250 | 264 | 281 | 295 | 293 | 289 |
| Spending at Destination | 749 | 950 | 1,002 | 1,074 | 1,144 | 1,149 | 1,161 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 749 | 950 | 1,002 | 1,074 | 1,144 | 1,149 | 1,161 |
| Air Transp. & Travel Services | 11 | 25 | 23 | 17 | 19 | 19 | 17 |
| Total Direct Spending | 760 | 974 | 1,025 | 1,091 | 1,163 | 1,168 | 1,178 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 144.4 | 183.5 | 200.5 | 216.9 | 233.0 | 234.1 | 247.1 |
| Arts, Entertainment & Recreation | 54.2 | 69.5 | 73.8 | 78.9 | 82.4 | 82.3 | 83.5 |
| Retail (incl. Motor Fuel) | 30.1 | 34.7 | 36.7 | 39.2 | 41.4 | 44.6 | 44.5 |
| Air Transportation | 2.8 | 6.6 | 6.4 | 4.2 | 4.8 | 4.8 | 4.4 |
| Travel Arrangement Services | 10.4 | 10.0 | 10.4 | 10.8 | 10.7 | 10.1 | 8.3 |
| Auto Rental & other ground tran. | 1.5 | 2.0 | 2.1 | 2.2 | 2.4 | 2.3 | 2.4 |
| Total Direct Earnings | 243.4 | 306.3 | 329.8 | 352.2 | 374.7 | 378.1 | 390.1 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 7,570 | 8,640 | 9,480 | 9,820 | 10,180 | 9,730 | 9,770 |
| Arts, Entertainment & Recreation | 2,950 | 3,460 | 3,630 | 3,760 | 3,750 | 3,560 | 3,430 |
| Retail (incl. Motor Fuel) | 1,510 | 1,590 | 1,700 | 1,700 | 1,680 | 1,720 | 1,550 |
| Air Transportation | 110 | 200 | 180 | 140 | 140 | 120 | 110 |
| Travel Arrangement Services | 410 | 390 | 330 | 350 | 320 | 300 | 250 |
| Auto Rental & other ground tran. | 80 | 90 | 100 | 100 | 100 | 90 | 90 |
| Total Direct Employment | 12,620 | 14,370 | 15,420 | 15,850 | 16,170 | 15,520 | 15,190 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 19.5 | 26.0 | 27.8 | 29.8 | 32.0 | 33.0 | 33.6 |
| State Taxes | 33.3 | 42.3 | 44.5 | 47.3 | 49.8 | 49.4 | 49.8 |
| Total Direct Taxes | 52.8 | 68.3 | 72.4 | 77.1 | 81.8 | 82.3 | 83.5 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Santa Clara County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 854 | 1,607 | 1,794 | 1,950 | 2,190 | 1,834 | 1,658 |
| Private Campground | 45 | 66 | 64 | 74 | 82 | 86 | 86 |
| Public Campground | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Private Home | 300 | 341 | 345 | 361 | 382 | 375 | 381 |
| Vacation Home | 13 | 15 | 15 | 16 | 16 | 19 | 19 |
| Day Travel | 402 | 580 | 612 | 660 | 709 | 618 | 605 |
| Spending at Destination | 1,616 | 2,610 | 2,832 | 3,062 | 3,381 | 2,933 | 2,751 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 290 | 562 | 632 | 686 | 818 | 661 | 539 |
| Food & Beverage Services | 397 | 648 | 716 | 767 | 808 | 703 | 701 |
| Food Stores | 54 | 85 | 92 | 98 | 103 | 94 | 94 |
| Ground Tran. & Motor Fuel | 286 | 353 | 339 | 382 | 455 | 429 | 406 |
| Recreation, Entertainment | 252 | 420 | 462 | 496 | 526 | 458 | 448 |
| Shopping | 337 | 541 | 591 | 634 | 671 | 588 | 563 |
| Spending at Destination | 1,616 | 2,610 | 2,832 | 3,062 | 3,381 | 2,933 | 2,751 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 1,616 | 2,610 | 2,832 | 3,062 | 3,381 | 2,933 | 2,751 |
| Air Transp. & Travel Services | 108 | 183 | 180 | 200 | 236 | 311 | 274 |
| Total Direct Spending | 1,725 | 2,793 | 3,012 | 3,262 | 3,617 | 3,245 | 3,025 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 252 | 443 | 504 | 546 | 620 | 511 | 478 |
| Arts, Entertainment & Recreation | 104 | 173 | 190 | 204 | 217 | 189 | 185 |
| Retail (incl. Motor Fuel) | 57 | 80 | 87 | 94 | 100 | 97 | 94 |
| Air Transportation | 31 | 48 | 48 | 53 | 57 | 81 | 75 |
| Travel Arrangement Services | 65 | 93 | 98 | 112 | 158 | 149 | 103 |
| Auto Rental & other ground tran. | 13 | 17 | 18 | 19 | 21 | 20 | 20 |
| Total Direct Earnings | 522 | 854 | 945 | 1,029 | 1,172 | 1,046 | 955 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 13.3 | 20.9 | 22.2 | 23.5 | 24.2 | 19.2 | 17.9 |
| Arts, Entertainment & Recreation | 5.9 | 9.0 | 9.1 | 9.6 | 9.3 | 7.7 | 6.3 |
| Retail (incl. Motor Fuel) | 2.5 | 3.2 | 3.3 | 3.4 | 3.2 | 2.9 | 3.0 |
| Air Transportation | 1.0 | 1.4 | 1.4 | 1.5 | 1.5 | 1.9 | 1.7 |
| Travel Arrangement Services | 2.3 | 2.6 | 2.6 | 2.8 | 2.8 | 2.6 | 2.1 |
| Auto Rental & other ground tran. | 0.7 | 0.9 | 0.9 | 0.9 | 0.8 | 0.8 | 0.8 |
| Total Direct Employment | 25.7 | 37.9 | 39.4 | 41.6 | 41.9 | 35.2 | 31.7 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 45 | 79 | 87 | 94 | 108 | 90 | 79 |
| State Taxes | 78 | 120 | 129 | 138 | 148 | 133 | 129 |
| Total Direct Taxes | 123 | 199 | 216 | 232 | 256 | 223 | 207 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Santa Cruz County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 135.5 | 191.8 | 204.2 | 236.3 | 243.4 | 230.9 | 207.8 |
| Private Campground | 30.8 | 27.7 | 26.9 | 31.9 | 35.5 | 36.4 | 36.3 |
| Public Campground | 8.1 | 10.1 | 10.2 | 10.8 | 11.1 | 11.4 | 11.4 |
| Private Home | 39.8 | 47.5 | 48.6 | 50.5 | 53.3 | 51.8 | 52.3 |
| Vacation Home | 55.2 | 62.7 | 64.1 | 65.7 | 68.0 | 72.4 | 72.5 |
| Day Travel | 89.0 | 106.6 | 109.6 | 120.0 | 124.1 | 117.4 | 115.8 |
| Spending at Destination | 358.4 | 446.3 | 463.6 | 515.2 | 535.5 | 520.4 | 496.0 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 81.6 | 105.7 | 111.2 | 124.6 | 134.3 | 129.2 | 112.2 |
| Food & Beverage Services | 93.1 | 113.7 | 119.5 | 132.1 | 132.0 | 129.2 | 130.0 |
| Food Stores | 18.3 | 21.6 | 22.3 | 24.5 | 25.0 | 25.1 | 25.4 |
| Ground Tran. & Motor Fuel | 25.8 | 30.8 | 28.1 | 32.8 | 41.1 | 38.3 | 34.9 |
| Recreation, Entertainment | 57.8 | 73.1 | 76.6 | 84.8 | 85.4 | 83.4 | 82.3 |
| Shopping | 81.8 | 101.4 | 105.9 | 116.3 | 117.7 | 115.1 | 111.2 |
| Spending at Destination | 358.4 | 446.3 | 463.6 | 515.2 | 535.5 | 520.4 | 496.0 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 358.4 | 446.3 | 463.6 | 515.2 | 535.5 | 520.4 | 496.0 |
| Air Transp. & Travel Services | 1.8 | 3.7 | 4.0 | 4.5 | 5.2 | 4.9 | 4.7 |
| Total Direct Spending | 360.3 | 450.0 | 467.6 | 519.7 | 540.7 | 525.3 | 500.7 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 61.0 | 77.0 | 82.8 | 93.7 | 98.5 | 93.6 | 89.9 |
| Arts, Entertainment & Recreation | 29.2 | 36.9 | 38.6 | 42.8 | 43.1 | 42.1 | 41.5 |
| Retail (incl. Motor Fuel) | 13.6 | 15.6 | 16.3 | 18.0 | 18.4 | 19.3 | 18.9 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 5.7 | 11.4 | 12.5 | 14.1 | 16.2 | 15.3 | 14.6 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 109.4 | 140.8 | 150.3 | 168.6 | 176.2 | 170.2 | 164.9 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 3,840 | 4,380 | 4,520 | 4,750 | 4,700 | 4,270 | 4,040 |
| Arts, Entertainment & Recreation | 2,750 | 3,190 | 3,150 | 3,280 | 3,080 | 2,860 | 2,660 |
| Retail (incl. Motor Fuel) | 740 | 770 | 790 | 790 | 740 | 740 | 680 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 270 | 360 | 360 | 380 | 410 | 390 | 360 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 7,610 | 8,700 | 8,810 | 9,200 | 8,930 | 8,260 | 7,750 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 8.5 | 11.3 | 11.9 | 13.2 | 14.1 | 13.3 | 11.7 |
| State Taxes | 15.1 | 19.0 | 19.8 | 21.7 | 22.2 | 21.6 | 21.2 |
| Total Direct Taxes | 23.6 | 30.3 | 31.7 | 34.9 | 36.3 | 34.9 | 32.9 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Shasta County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 87.0 | 90.5 | 92.2 | 101.5 | 113.3 | 114.2 | 118.3 |
| Private Campground | 15.6 | 21.4 | 26.5 | 23.1 | 24.4 | 24.9 | 24.7 |
| Public Campground | 7.1 | 7.6 | 8.0 | 8.0 | 9.0 | 9.1 | 9.0 |
| Private Home | 19.6 | 23.5 | 23.9 | 25.1 | 26.5 | 26.5 | 26.8 |
| Vacation Home | 23.6 | 26.9 | 27.4 | 28.2 | 29.2 | 30.1 | 30.3 |
| Day Travel | 56.4 | 64.0 | 67.2 | 69.6 | 75.5 | 72.3 | 73.1 |
| Spending at Destination | 209.2 | 234.0 | 245.1 | 255.5 | 277.8 | 277.1 | 282.2 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 44.0 | 48.0 | 50.4 | 52.8 | 56.9 | 58.1 | 59.8 |
| Food & Beverage Services | 53.7 | 58.3 | 62.2 | 63.9 | 68.0 | 68.2 | 71.9 |
| Food Stores | 11.3 | 13.6 | 15.2 | 14.8 | 15.4 | 15.8 | 16.3 |
| Ground Tran. & Motor Fuel | 20.6 | 24.6 | 22.4 | 26.2 | 32.8 | 30.6 | 27.9 |
| Recreation, Entertainment | 32.9 | 36.7 | 38.7 | 40.2 | 43.1 | 43.2 | 44.7 |
| Shopping | 46.7 | 52.7 | 56.0 | 57.6 | 61.5 | 61.3 | 61.6 |
| Spending at Destination | 209.2 | 234.0 | 245.1 | 255.5 | 277.8 | 277.1 | 282.2 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 209.2 | 234.0 | 245.1 | 255.5 | 277.8 | 277.1 | 282.2 |
| Air Transp. & Travel Services | 3.0 | 6.9 | 6.7 | 7.9 | 7.1 | 7.5 | 7.2 |
| Total Direct Spending | 212.2 | 240.9 | 251.8 | 263.5 | 284.9 | 284.6 | 289.4 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 38.3 | 41.3 | 44.7 | 46.9 | 51.0 | 50.8 | 54.6 |
| Arts, Entertainment & Recreation | 15.5 | 17.3 | 18.3 | 19.0 | 20.3 | 20.3 | 21.1 |
| Retail (incl. Motor Fuel) | 8.8 | 9.4 | 10.2 | 10.5 | 11.2 | 11.9 | 12.1 |
| Air Transportation | 0.7 | 1.9 | 1.8 | 2.3 | 2.1 | 2.2 | 2.0 |
| Travel Arrangement Services | 3.0 | 3.0 | 3.0 | 2.3 | 1.2 | 1.1 | 2.1 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 66.3 | 72.9 | 78.0 | 81.0 | 85.8 | 86.4 | 91.8 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 2,550 | 2,490 | 2,590 | 2,640 | 2,880 | 2,730 | 2,690 |
| Arts, Entertainment & Recreation | 1,060 | 1,080 | 1,070 | 1,100 | 1,160 | 1,110 | 1,150 |
| Retail (incl. Motor Fuel) | 480 | 470 | 490 | 480 | 500 | 500 | 490 |
| Air Transportation | 20 | 50 | 50 | 70 | 70 | 60 | 60 |
| Travel Arrangement Services | 120 | 110 | 90 | 70 | 50 | 40 | 50 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 4,220 | 4,200 | 4,300 | 4,370 | 4,650 | 4,450 | 4,430 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 4.0 | 4.4 | 4.5 | 4.9 | 5.4 | 5.4 | 5.6 |
| State Taxes | 9.2 | 10.5 | 11.1 | 11.4 | 12.2 | 12.1 | 12.4 |
| Total Direct Taxes | 13.2 | 14.9 | 15.6 | 16.3 | 17.6 | 17.5 | 17.9 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Sierra County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|------|------|------|------|------|------|------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 3.3 | 5.6 | 6.1 | 6.7 | 7.4 | 7.8 | 8.1 |
| Private Campground | 0.6 | 1.2 | 1.1 | 1.2 | 1.2 | 1.3 | 1.3 |
| Public Campground | 0.8 | 0.9 | 0.9 | 1.0 | 1.0 | 1.0 | 1.0 |
| Private Home | 1.1 | 1.3 | 1.3 | 1.3 | 1.4 | 1.3 | 1.3 |
| Vacation Home | 2.2 | 2.5 | 2.6 | 2.6 | 2.7 | 2.7 | 2.7 |
| Day Travel | 1.1 | 1.5 | 1.6 | 1.7 | 1.8 | 1.7 | 1.8 |
| Spending at Destination | 9.2 | 13.0 | 13.7 | 14.5 | 15.5 | 15.8 | 16.2 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 2.2 | 3.2 | 3.4 | 3.7 | 3.9 | 4.1 | 4.2 |
| Food & Beverage Services | 2.6 | 3.6 | 3.8 | 4.1 | 4.3 | 4.4 | 4.6 |
| Food Stores | 0.6 | 0.9 | 0.9 | 0.9 | 1.0 | 1.0 | 1.0 |
| Ground Tran. & Motor Fuel | 0.3 | 0.4 | 0.4 | 0.4 | 0.5 | 0.5 | 0.4 |
| Recreation, Entertainment | 1.6 | 2.3 | 2.5 | 2.6 | 2.8 | 2.8 | 2.9 |
| Shopping | 1.8 | 2.5 | 2.6 | 2.8 | 3.0 | 3.0 | 3.0 |
| Spending at Destination | 9.2 | 13.0 | 13.7 | 14.5 | 15.5 | 15.8 | 16.2 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 9.2 | 13.0 | 13.7 | 14.5 | 15.5 | 15.8 | 16.2 |
| Air Transp. & Travel Services | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Spending | 9.2 | 13.0 | 13.7 | 14.5 | 15.5 | 15.8 | 16.2 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 1.4 | 2.1 | 2.2 | 2.4 | 2.6 | 2.7 | 2.8 |
| Arts, Entertainment & Recreation | 0.4 | 0.6 | 0.6 | 0.6 | 0.7 | 0.7 | 0.7 |
| Retail (incl. Motor Fuel) | 0.3 | 0.4 | 0.4 | 0.4 | 0.5 | 0.5 | 0.5 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 2.1 | 3.0 | 3.3 | 3.5 | 3.8 | 3.8 | 4.1 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 120 | 160 | 160 | 200 | 200 | 190 | 190 |
| Arts, Entertainment & Recreation | 20 | 30 | 30 | 30 | 30 | 30 | 30 |
| Retail (incl. Motor Fuel) | 20 | 20 | 20 | 30 | 20 | 30 | 20 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 160 | 210 | 210 | 260 | 260 | 250 | 240 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 0.1 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.4 |
| State Taxes | 0.4 | 0.5 | 0.5 | 0.6 | 0.6 | 0.6 | 0.6 |
| Total Direct Taxes | 0.5 | 0.8 | 0.8 | 0.9 | 0.9 | 0.9 | 1.0 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Siskiyou County

Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 36.0 | 42.8 | 45.0 | 48.9 | 54.3 | 64.0 | 66.6 |
| Private Campground | 11.2 | 14.2 | 17.7 | 15.4 | 16.1 | 16.4 | 16.3 |
| Public Campground | 1.7 | 1.9 | 1.9 | 2.0 | 2.1 | 2.1 | 2.1 |
| Private Home | 14.5 | 16.6 | 16.9 | 17.4 | 18.1 | 17.6 | 17.8 |
| Vacation Home | 17.0 | 19.3 | 19.7 | 20.3 | 21.0 | 22.1 | 22.2 |
| Day Travel | 14.3 | 16.8 | 18.0 | 18.2 | 19.3 | 19.6 | 19.9 |
| Spending at Destination | 94.7 | 111.6 | 119.2 | 122.1 | 130.9 | 141.7 | 145.0 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 20.4 | 24.3 | 26.1 | 27.0 | 29.0 | 33.0 | 34.0 |
| Food & Beverage Services | 27.0 | 31.1 | 33.5 | 34.0 | 35.9 | 39.1 | 41.1 |
| Food Stores | 5.5 | 6.9 | 7.8 | 7.4 | 7.6 | 8.0 | 8.2 |
| Ground Tran. & Motor Fuel | 6.0 | 7.2 | 6.6 | 7.7 | 9.6 | 9.0 | 8.2 |
| Recreation, Entertainment | 17.1 | 20.2 | 21.6 | 22.1 | 23.5 | 25.6 | 26.4 |
| Shopping | 18.6 | 22.0 | 23.6 | 23.9 | 25.3 | 27.1 | 27.1 |
| Spending at Destination | 94.7 | 111.6 | 119.2 | 122.1 | 130.9 | 141.7 | 145.0 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 94.7 | 111.6 | 119.2 | 122.1 | 130.9 | 141.7 | 145.0 |
| Air Transp. & Travel Services | 0.1 | 0.1 | 0.1 | 0.2 | 0.2 | 0.2 | 0.2 |
| Total Direct Spending | 94.9 | 111.8 | 119.3 | 122.3 | 131.1 | 141.9 | 145.1 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 22.4 | 25.9 | 28.6 | 29.6 | 31.9 | 35.2 | 37.7 |
| Arts, Entertainment & Recreation | 5.0 | 5.9 | 6.2 | 6.4 | 6.8 | 7.4 | 7.6 |
| Retail (incl. Motor Fuel) | 3.7 | 4.2 | 4.6 | 4.6 | 4.9 | 5.5 | 5.5 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.4 | 0.5 | 0.4 | 0.5 | 0.6 | 0.6 | 0.5 |
| Auto Rental & other ground tran. | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Total Direct Earnings | 31.5 | 36.5 | 39.9 | 41.2 | 44.4 | 48.7 | 51.5 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 1,270 | 1,340 | 1,340 | 1,350 | 1,520 | 1,590 | 1,600 |
| Arts, Entertainment & Recreation | 580 | 620 | 600 | 600 | 660 | 680 | 580 |
| Retail (incl. Motor Fuel) | 240 | 250 | 250 | 240 | 260 | 270 | 260 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 20 | 20 | 10 | 20 | 20 | 20 | 10 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 2,100 | 2,230 | 2,210 | 2,220 | 2,450 | 2,560 | 2,470 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 1.5 | 1.9 | 2.0 | 2.1 | 2.3 | 2.6 | 2.7 |
| State Taxes | 3.8 | 4.6 | 4.9 | 5.0 | 5.3 | 5.6 | 5.8 |
| Total Direct Taxes | 5.4 | 6.5 | 6.9 | 7.1 | 7.6 | 8.3 | 8.5 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Solano County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 71.9 | 91.5 | 98.0 | 110.1 | 134.0 | 125.3 | 113.4 |
| Private Campground | 22.2 | 28.5 | 26.7 | 31.0 | 36.5 | 37.4 | 36.9 |
| Public Campground | 0.4 | 0.4 | 0.4 | 0.4 | 0.5 | 0.5 | 0.5 |
| Private Home | 77.7 | 94.0 | 95.8 | 100.7 | 107.2 | 106.3 | 108.0 |
| Vacation Home | 5.2 | 5.8 | 5.8 | 6.1 | 6.4 | 6.6 | 6.6 |
| Day Travel | 132.4 | 163.1 | 166.5 | 179.7 | 198.3 | 185.3 | 183.6 |
| Spending at Destination | 309.8 | 383.3 | 393.3 | 427.9 | 482.8 | 461.3 | 449.0 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 26.7 | 34.2 | 36.3 | 40.6 | 50.4 | 48.1 | 42.5 |
| Food & Beverage Services | 76.6 | 92.8 | 97.1 | 103.9 | 113.2 | 109.0 | 110.9 |
| Food Stores | 14.7 | 18.9 | 19.5 | 20.9 | 22.6 | 22.5 | 22.9 |
| Ground Tran. & Motor Fuel | 46.9 | 56.3 | 51.7 | 60.0 | 74.9 | 69.9 | 64.0 |
| Recreation, Entertainment | 66.7 | 83.3 | 86.9 | 93.3 | 102.2 | 97.6 | 97.4 |
| Shopping | 78.2 | 97.7 | 101.7 | 109.2 | 119.6 | 114.3 | 111.3 |
| Spending at Destination | 309.8 | 383.3 | 393.3 | 427.9 | 482.8 | 461.3 | 449.0 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 309.8 | 383.3 | 393.3 | 427.9 | 482.8 | 461.3 | 449.0 |
| Air Transp. & Travel Services | 3.6 | 3.2 | 3.0 | 2.7 | 2.0 | 1.9 | 2.0 |
| Total Direct Spending | 313.3 | 386.5 | 396.3 | 430.7 | 484.9 | 463.2 | 451.1 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 43.0 | 52.3 | 56.3 | 61.8 | 70.9 | 67.3 | 68.2 |
| Arts, Entertainment & Recreation | 27.1 | 33.9 | 35.3 | 37.9 | 41.5 | 39.7 | 39.6 |
| Retail (incl. Motor Fuel) | 13.3 | 15.3 | 16.0 | 17.4 | 19.0 | 19.6 | 19.4 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 11.1 | 9.9 | 9.4 | 8.5 | 6.3 | 5.9 | 6.4 |
| Auto Rental & other ground tran. | 0.5 | 0.7 | 0.7 | 0.7 | 0.8 | 0.8 | 0.8 |
| Total Direct Earnings | 95.0 | 112.1 | 117.7 | 126.3 | 138.5 | 133.3 | 134.3 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 2,980 | 3,290 | 3,290 | 3,490 | 3,770 | 3,410 | 3,280 |
| Arts, Entertainment & Recreation | 2,790 | 3,200 | 3,040 | 3,210 | 3,270 | 2,970 | 2,690 |
| Retail (incl. Motor Fuel) | 740 | 770 | 750 | 780 | 780 | 760 | 740 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 330 | 300 | 280 | 250 | 190 | 180 | 170 |
| Auto Rental & other ground tran. | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total Direct Employment | 6,880 | 7,590 | 7,400 | 7,770 | 8,040 | 7,360 | 6,910 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 4.4 | 5.6 | 5.9 | 6.6 | 7.8 | 7.4 | 6.8 |
| State Taxes | 15.5 | 19.3 | 19.9 | 21.2 | 23.1 | 22.1 | 21.9 |
| Total Direct Taxes | 19.8 | 24.9 | 25.8 | 27.7 | 30.9 | 29.5 | 28.7 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Sonoma County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|--------|--------|--------|--------|--------|--------|--------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 229.4 | 311.9 | 344.3 | 367.0 | 396.6 | 400.6 | 392.9 |
| Private Campground | 20.6 | 26.7 | 22.4 | 25.2 | 26.1 | 26.6 | 26.4 |
| Public Campground | 10.5 | 10.2 | 11.1 | 12.2 | 12.9 | 13.1 | 13.0 |
| Private Home | 83.0 | 101.4 | 104.2 | 109.5 | 116.6 | 114.4 | 116.2 |
| Vacation Home | 67.4 | 75.7 | 76.4 | 79.1 | 83.2 | 87.2 | 87.8 |
| Day Travel | 232.6 | 291.5 | 304.0 | 322.7 | 339.8 | 325.1 | 323.6 |
| Spending at Destination | 643.4 | 817.6 | 862.3 | 915.7 | 975.1 | 967.0 | 960.0 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 92.9 | 123.5 | 134.5 | 142.4 | 158.1 | 160.0 | 158.6 |
| Food & Beverage Services | 161.8 | 201.1 | 214.8 | 225.4 | 232.5 | 232.3 | 237.8 |
| Food Stores | 24.2 | 31.1 | 32.4 | 34.3 | 35.1 | 35.3 | 35.9 |
| Ground Tran. & Motor Fuel | 61.3 | 73.9 | 68.3 | 79.0 | 97.8 | 91.4 | 84.1 |
| Recreation, Entertainment | 140.5 | 180.0 | 191.6 | 202.0 | 209.9 | 208.3 | 209.1 |
| Shopping | 162.8 | 207.9 | 220.7 | 232.7 | 241.7 | 239.7 | 234.4 |
| Spending at Destination | 643.4 | 817.6 | 862.3 | 915.7 | 975.1 | 967.0 | 960.0 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 643.4 | 817.6 | 862.3 | 915.7 | 975.1 | 967.0 | 960.0 |
| Air Transp. & Travel Services | 10.1 | 15.3 | 15.0 | 15.8 | 18.3 | 18.6 | 17.0 |
| Total Direct Spending | 653.5 | 832.9 | 877.3 | 931.5 | 993.4 | 985.6 | 976.9 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 97.7 | 123.9 | 136.5 | 145.3 | 156.6 | 155.0 | 161.0 |
| Arts, Entertainment & Recreation | 70.7 | 90.6 | 96.5 | 101.7 | 105.6 | 104.9 | 105.3 |
| Retail (incl. Motor Fuel) | 25.8 | 30.3 | 32.1 | 34.2 | 35.7 | 38.0 | 37.6 |
| Air Transportation | 2.0 | 2.8 | 2.7 | 3.0 | 3.5 | 3.7 | 3.4 |
| Travel Arrangement Services | 14.0 | 19.7 | 20.8 | 20.5 | 21.5 | 20.2 | 18.4 |
| Auto Rental & other ground tran. | 1.3 | 1.8 | 1.9 | 2.0 | 2.1 | 2.0 | 2.1 |
| Total Direct Earnings | 211.6 | 269.0 | 290.4 | 306.7 | 325.0 | 323.8 | 327.7 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 6,210 | 7,110 | 7,280 | 7,310 | 7,380 | 6,970 | 6,970 |
| Arts, Entertainment & Recreation | 6,210 | 7,300 | 7,100 | 7,140 | 6,880 | 6,510 | 6,240 |
| Retail (incl. Motor Fuel) | 1,390 | 1,480 | 1,480 | 1,450 | 1,380 | 1,390 | 1,380 |
| Air Transportation | 60 | 70 | 70 | 80 | 100 | 90 | 80 |
| Travel Arrangement Services | 520 | 620 | 600 | 590 | 570 | 530 | 440 |
| Auto Rental & other ground tran. | 80 | 100 | 90 | 90 | 90 | 80 | 80 |
| Total Direct Employment | 14,460 | 16,670 | 16,620 | 16,660 | 16,400 | 15,580 | 15,190 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 11.2 | 15.8 | 17.1 | 18.3 | 20.1 | 20.0 | 19.9 |
| State Taxes | 29.0 | 37.1 | 39.1 | 41.1 | 43.1 | 42.5 | 42.4 |
| Total Direct Taxes | 40.2 | 52.9 | 56.2 | 59.4 | 63.2 | 62.6 | 62.3 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Stanislaus County

Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 70.0 | 87.3 | 90.0 | 98.7 | 113.8 | 118.2 | 118.5 |
| Private Campground | 8.2 | 10.0 | 7.8 | 8.7 | 11.2 | 11.3 | 11.0 |
| Public Campground | 3.5 | 3.9 | 3.9 | 4.2 | 4.6 | 4.6 | 4.5 |
| Private Home | 56.9 | 70.2 | 71.7 | 76.2 | 82.0 | 82.2 | 83.0 |
| Vacation Home | 4.0 | 4.5 | 4.6 | 4.8 | 5.0 | 5.4 | 5.4 |
| Day Travel | 73.6 | 90.5 | 90.9 | 98.0 | 108.7 | 104.4 | 104.3 |
| Spending at Destination | 216.1 | 266.5 | 269.0 | 290.5 | 325.3 | 326.1 | 326.8 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 24.1 | 30.2 | 31.1 | 33.6 | 38.7 | 40.9 | 41.3 |
| Food & Beverage Services | 53.7 | 65.2 | 67.5 | 71.4 | 76.8 | 78.2 | 82.0 |
| Food Stores | 9.9 | 12.6 | 12.8 | 13.5 | 14.4 | 14.9 | 15.4 |
| Ground Tran. & Motor Fuel | 45.7 | 54.9 | 50.6 | 58.6 | 72.9 | 68.0 | 62.4 |
| Recreation, Entertainment | 32.4 | 40.5 | 41.9 | 44.5 | 48.2 | 49.0 | 50.4 |
| Shopping | 50.4 | 63.0 | 65.1 | 68.9 | 74.3 | 75.1 | 75.2 |
| Spending at Destination | 216.1 | 266.5 | 269.0 | 290.5 | 325.3 | 326.1 | 326.8 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 216.1 | 266.5 | 269.0 | 290.5 | 325.3 | 326.1 | 326.8 |
| Air Transp. & Travel Services | 11.5 | 13.4 | 11.8 | 12.9 | 13.3 | 13.1 | 13.4 |
| Total Direct Spending | 227.6 | 279.9 | 280.8 | 303.5 | 338.6 | 339.2 | 340.2 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 30.9 | 37.7 | 39.9 | 43.0 | 48.0 | 48.9 | 52.2 |
| Arts, Entertainment & Recreation | 15.2 | 19.0 | 19.7 | 20.9 | 22.6 | 23.0 | 23.6 |
| Retail (incl. Motor Fuel) | 9.8 | 11.2 | 11.6 | 12.4 | 13.4 | 14.4 | 14.5 |
| Air Transportation | 0.9 | 1.3 | 1.2 | 1.5 | 1.5 | 1.6 | 1.5 |
| Travel Arrangement Services | 28.0 | 28.6 | 25.2 | 26.1 | 26.1 | 24.6 | 27.0 |
| Auto Rental & other ground tran. | 0.7 | 1.0 | 1.0 | 1.1 | 1.1 | 1.1 | 1.1 |
| Total Direct Earnings | 85.6 | 98.7 | 98.5 | 104.9 | 112.8 | 113.5 | 120.0 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 2,110 | 2,320 | 2,460 | 2,630 | 2,760 | 2,680 | 2,720 |
| Arts, Entertainment & Recreation | 1,400 | 1,610 | 1,630 | 1,740 | 1,750 | 1,700 | 1,760 |
| Retail (incl. Motor Fuel) | 540 | 560 | 580 | 610 | 600 | 610 | 590 |
| Air Transportation | 30 | 30 | 30 | 40 | 40 | 40 | 40 |
| Travel Arrangement Services | 1,310 | 1,240 | 1,110 | 1,090 | 1,120 | 1,050 | 1,090 |
| Auto Rental & other ground tran. | 40 | 50 | 50 | 50 | 50 | 50 | 50 |
| Total Direct Employment | 5,410 | 5,800 | 5,860 | 6,150 | 6,330 | 6,130 | 6,240 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 3.4 | 4.4 | 4.5 | 4.9 | 5.6 | 5.7 | 5.7 |
| State Taxes | 11.8 | 14.7 | 15.0 | 15.8 | 17.0 | 16.9 | 17.1 |
| Total Direct Taxes | 15.1 | 19.2 | 19.5 | 20.7 | 22.6 | 22.6 | 22.8 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Sutter County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 11.8 | 11.4 | 11.1 | 12.1 | 13.0 | 13.1 | 13.2 |
| Private Campground | 6.7 | 8.1 | 7.9 | 8.6 | 10.9 | 11.2 | 11.1 |
| Public Campground | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Private Home | 8.7 | 11.0 | 11.4 | 12.0 | 12.7 | 12.6 | 12.8 |
| Vacation Home | 0.9 | 1.0 | 1.0 | 1.0 | 1.1 | 1.2 | 1.2 |
| Day Travel | 13.5 | 15.9 | 16.0 | 17.2 | 19.0 | 18.1 | 18.2 |
| Spending at Destination | 41.6 | 47.4 | 47.4 | 50.9 | 56.7 | 56.1 | 56.5 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 5.6 | 5.8 | 5.7 | 6.2 | 7.0 | 7.2 | 7.2 |
| Food & Beverage Services | 11.6 | 12.9 | 13.1 | 13.9 | 15.0 | 14.9 | 15.6 |
| Food Stores | 2.7 | 3.3 | 3.4 | 3.6 | 4.0 | 4.1 | 4.2 |
| Ground Tran. & Motor Fuel | 4.4 | 5.3 | 4.8 | 5.6 | 7.0 | 6.5 | 6.0 |
| Recreation, Entertainment | 6.8 | 7.7 | 7.8 | 8.3 | 9.0 | 9.0 | 9.2 |
| Shopping | 10.7 | 12.4 | 12.6 | 13.4 | 14.6 | 14.4 | 14.4 |
| Spending at Destination | 41.6 | 47.4 | 47.4 | 50.9 | 56.7 | 56.1 | 56.5 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 41.6 | 47.4 | 47.4 | 50.9 | 56.7 | 56.1 | 56.5 |
| Air Transp. & Travel Services | 0.4 | 0.6 | 0.6 | 0.7 | 1.2 | 1.2 | 0.9 |
| Total Direct Spending | 42.1 | 48.0 | 48.0 | 51.7 | 57.9 | 57.4 | 57.4 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 7.0 | 7.6 | 7.8 | 8.5 | 9.4 | 9.3 | 10.0 |
| Arts, Entertainment & Recreation | 3.2 | 3.6 | 3.7 | 3.9 | 4.2 | 4.2 | 4.3 |
| Retail (incl. Motor Fuel) | 2.1 | 2.3 | 2.3 | 2.5 | 2.8 | 2.9 | 2.9 |
| Air Transportation | 0.0 | 0.1 | 0.1 | 0.1 | 0.2 | 0.2 | 0.2 |
| Travel Arrangement Services | 1.1 | 1.3 | 1.3 | 1.8 | 1.6 | 1.5 | 0.6 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 13.4 | 14.8 | 15.2 | 16.7 | 18.2 | 18.2 | 18.0 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 510 | 500 | 500 | 510 | 560 | 530 | 550 |
| Arts, Entertainment & Recreation | 390 | 410 | 390 | 400 | 420 | 400 | 430 |
| Retail (incl. Motor Fuel) | 130 | 130 | 130 | 130 | 130 | 130 | 130 |
| Air Transportation | 0 | 0 | 0 | 0 | 10 | 10 | 10 |
| Travel Arrangement Services | 50 | 50 | 50 | 60 | 50 | 50 | 30 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 1,080 | 1,090 | 1,070 | 1,090 | 1,170 | 1,120 | 1,140 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 0.5 | 0.6 | 0.6 | 0.6 | 0.7 | 0.7 | 0.7 |
| State Taxes | 2.0 | 2.3 | 2.4 | 2.5 | 2.7 | 2.7 | 2.7 |
| Total Direct Taxes | 2.5 | 2.9 | 2.9 | 3.1 | 3.4 | 3.4 | 3.4 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Tehama County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 16.0 | 18.5 | 19.1 | 21.1 | 23.2 | 26.6 | 27.6 |
| Private Campground | 6.5 | 9.8 | 11.9 | 10.5 | 11.3 | 11.3 | 11.2 |
| Public Campground | 1.1 | 1.2 | 1.2 | 1.3 | 1.4 | 1.4 | 1.3 |
| Private Home | 18.2 | 21.7 | 22.1 | 23.3 | 24.7 | 24.3 | 24.4 |
| Vacation Home | 9.9 | 11.2 | 11.3 | 11.7 | 12.2 | 12.9 | 12.9 |
| Day Travel | 10.6 | 12.9 | 13.6 | 14.0 | 14.9 | 14.5 | 14.6 |
| Spending at Destination | 62.2 | 75.2 | 79.3 | 81.8 | 87.7 | 91.0 | 92.1 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 9.6 | 11.5 | 12.4 | 12.7 | 13.5 | 15.2 | 15.8 |
| Food & Beverage Services | 17.3 | 20.4 | 22.0 | 22.3 | 23.2 | 24.2 | 25.3 |
| Food Stores | 4.0 | 5.3 | 5.9 | 5.7 | 5.9 | 6.1 | 6.2 |
| Ground Tran. & Motor Fuel | 7.9 | 9.4 | 8.6 | 10.0 | 12.6 | 11.7 | 10.7 |
| Recreation, Entertainment | 10.9 | 13.2 | 14.0 | 14.4 | 15.1 | 15.7 | 16.1 |
| Shopping | 12.5 | 15.3 | 16.4 | 16.6 | 17.4 | 18.0 | 17.9 |
| Spending at Destination | 62.2 | 75.2 | 79.3 | 81.8 | 87.7 | 91.0 | 92.1 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 62.2 | 75.2 | 79.3 | 81.8 | 87.7 | 91.0 | 92.1 |
| Air Transp. & Travel Services | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Spending | 62.2 | 75.2 | 79.3 | 81.8 | 87.7 | 91.0 | 92.1 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 10.7 | 12.6 | 13.8 | 14.3 | 15.2 | 16.2 | 17.4 |
| Arts, Entertainment & Recreation | 4.6 | 5.5 | 5.9 | 6.0 | 6.3 | 6.6 | 6.8 |
| Retail (incl. Motor Fuel) | 2.5 | 2.9 | 3.2 | 3.3 | 3.4 | 3.7 | 3.7 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 17.8 | 21.0 | 22.9 | 23.6 | 25.0 | 26.4 | 27.9 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 800 | 850 | 860 | 830 | 950 | 960 | 960 |
| Arts, Entertainment & Recreation | 420 | 470 | 450 | 440 | 480 | 480 | 460 |
| Retail (incl. Motor Fuel) | 150 | 160 | 160 | 150 | 160 | 170 | 160 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 1,370 | 1,480 | 1,460 | 1,420 | 1,590 | 1,600 | 1,580 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 0.9 | 1.1 | 1.1 | 1.2 | 1.3 | 1.4 | 1.5 |
| State Taxes | 2.8 | 3.5 | 3.7 | 3.8 | 4.0 | 4.0 | 4.1 |
| Total Direct Taxes | 3.7 | 4.6 | 4.8 | 5.0 | 5.3 | 5.5 | 5.6 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Trinity County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|------|------|------|------|------|------|------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 5.4 | 6.2 | 6.5 | 7.9 | 8.4 | 10.0 | 10.4 |
| Private Campground | 6.1 | 7.9 | 9.8 | 8.5 | 8.8 | 9.0 | 9.1 |
| Public Campground | 3.6 | 4.1 | 4.2 | 4.3 | 4.5 | 4.6 | 4.6 |
| Private Home | 4.2 | 4.7 | 4.8 | 4.9 | 5.1 | 5.0 | 5.1 |
| Vacation Home | 7.4 | 8.4 | 8.6 | 8.9 | 9.1 | 9.4 | 9.5 |
| Day Travel | 3.5 | 4.2 | 4.5 | 4.5 | 4.7 | 4.6 | 4.7 |
| Spending at Destination | 30.3 | 35.6 | 38.5 | 39.0 | 40.6 | 42.7 | 43.4 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 6.4 | 7.5 | 8.1 | 8.4 | 8.8 | 9.5 | 9.6 |
| Food & Beverage Services | 8.5 | 9.8 | 10.6 | 10.7 | 11.0 | 11.6 | 12.1 |
| Food Stores | 3.1 | 3.9 | 4.4 | 4.2 | 4.2 | 4.4 | 4.5 |
| Ground Tran. & Motor Fuel | 0.9 | 1.1 | 1.0 | 1.2 | 1.5 | 1.4 | 1.2 |
| Recreation, Entertainment | 5.1 | 6.0 | 6.4 | 6.6 | 6.8 | 7.1 | 7.3 |
| Shopping | 6.2 | 7.4 | 8.0 | 8.0 | 8.3 | 8.6 | 8.6 |
| Spending at Destination | 30.3 | 35.6 | 38.5 | 39.0 | 40.6 | 42.7 | 43.4 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 30.3 | 35.6 | 38.5 | 39.0 | 40.6 | 42.7 | 43.4 |
| Air Transp. & Travel Services | 0.0 | 0.1 | 0.1 | 0.1 | 0.3 | 0.3 | 0.4 |
| Total Direct Spending | 30.3 | 35.7 | 38.6 | 39.1 | 40.9 | 43.0 | 43.8 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 6.1 | 7.1 | 7.9 | 8.1 | 8.5 | 9.1 | 9.7 |
| Arts, Entertainment & Recreation | 2.2 | 2.5 | 2.7 | 2.8 | 2.9 | 3.0 | 3.1 |
| Retail (incl. Motor Fuel) | 1.4 | 1.7 | 1.9 | 1.9 | 1.9 | 2.1 | 2.1 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.1 | 0.2 | 0.2 | 0.2 | 1.0 | 1.0 | 1.1 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 9.8 | 11.5 | 12.6 | 13.0 | 14.4 | 15.2 | 16.0 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 430 | 450 | 460 | 480 | 520 | 530 | 550 |
| Arts, Entertainment & Recreation | 140 | 150 | 140 | 150 | 160 | 160 | 160 |
| Retail (incl. Motor Fuel) | 110 | 120 | 120 | 120 | 120 | 120 | 120 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 10 | 10 | 10 | 10 | 20 | 20 | 20 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 680 | 720 | 730 | 760 | 820 | 830 | 840 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.5 | 0.5 |
| State Taxes | 1.2 | 1.4 | 1.5 | 1.5 | 1.6 | 1.7 | 1.7 |
| Total Direct Taxes | 1.6 | 1.8 | 1.9 | 1.9 | 2.0 | 2.1 | 2.2 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Tulare County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 68.5 | 82.0 | 88.9 | 91.0 | 96.3 | 102.7 | 110.4 |
| Private Campground | 11.7 | 16.4 | 15.7 | 17.3 | 22.2 | 22.5 | 22.1 |
| Public Campground | 11.5 | 13.1 | 13.0 | 13.7 | 14.6 | 14.7 | 14.4 |
| Private Home | 43.8 | 53.7 | 55.0 | 58.1 | 62.0 | 60.9 | 61.4 |
| Vacation Home | 15.0 | 17.1 | 17.4 | 17.9 | 18.6 | 19.2 | 19.4 |
| Day Travel | 29.7 | 36.0 | 36.9 | 38.9 | 42.2 | 40.4 | 41.0 |
| Spending at Destination | 180.2 | 218.2 | 226.9 | 237.0 | 255.9 | 260.5 | 268.7 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 32.4 | 39.0 | 41.8 | 42.7 | 45.4 | 48.7 | 52.0 |
| Food & Beverage Services | 46.0 | 54.7 | 58.0 | 59.6 | 62.3 | 63.9 | 68.4 |
| Food Stores | 11.6 | 14.7 | 15.2 | 15.8 | 16.9 | 17.4 | 18.0 |
| Ground Tran. & Motor Fuel | 24.6 | 29.6 | 27.1 | 31.5 | 39.3 | 36.6 | 33.6 |
| Recreation, Entertainment | 26.7 | 32.6 | 34.6 | 35.6 | 37.4 | 38.4 | 40.3 |
| Shopping | 38.8 | 47.6 | 50.1 | 51.8 | 54.6 | 55.4 | 56.4 |
| Spending at Destination | 180.2 | 218.2 | 226.9 | 237.0 | 255.9 | 260.5 | 268.7 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 180.2 | 218.2 | 226.9 | 237.0 | 255.9 | 260.5 | 268.7 |
| Air Transp. & Travel Services | 4.1 | 6.6 | 6.0 | 7.7 | 8.5 | 8.9 | 8.3 |
| Total Direct Spending | 184.3 | 224.8 | 232.9 | 244.7 | 264.4 | 269.4 | 276.9 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 32.8 | 38.9 | 42.4 | 43.9 | 46.9 | 48.4 | 53.3 |
| Arts, Entertainment & Recreation | 11.6 | 14.1 | 15.0 | 15.4 | 16.2 | 16.6 | 17.5 |
| Retail (incl. Motor Fuel) | 7.9 | 9.0 | 9.5 | 10.0 | 10.7 | 11.4 | 11.7 |
| Air Transportation | 1.2 | 1.9 | 1.9 | 2.4 | 2.4 | 2.5 | 2.3 |
| Travel Arrangement Services | 2.2 | 1.8 | 0.9 | 1.0 | 2.5 | 2.3 | 2.5 |
| Auto Rental & other ground tran. | 0.3 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 |
| Total Direct Earnings | 56.0 | 66.1 | 70.0 | 73.2 | 79.1 | 81.8 | 87.7 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 2,420 | 2,600 | 2,650 | 2,720 | 2,570 | 2,530 | 2,620 |
| Arts, Entertainment & Recreation | 1,270 | 1,420 | 1,380 | 1,430 | 1,310 | 1,280 | 1,350 |
| Retail (incl. Motor Fuel) | 530 | 550 | 540 | 560 | 510 | 520 | 510 |
| Air Transportation | 40 | 60 | 50 | 70 | 60 | 60 | 50 |
| Travel Arrangement Services | 110 | 90 | 50 | 50 | 80 | 80 | 90 |
| Auto Rental & other ground tran. | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| Total Direct Employment | 4,380 | 4,730 | 4,700 | 4,850 | 4,550 | 4,480 | 4,640 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 3.0 | 4.6 | 4.9 | 5.0 | 5.4 | 5.6 | 6.0 |
| State Taxes | 8.3 | 10.3 | 10.7 | 11.1 | 11.9 | 11.9 | 12.2 |
| Total Direct Taxes | 11.4 | 14.9 | 15.6 | 16.2 | 17.2 | 17.5 | 18.2 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Tuolumne County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 32.1 | 38.4 | 41.9 | 45.6 | 48.0 | 49.8 | 51.4 |
| Private Campground | 10.2 | 12.7 | 12.1 | 13.3 | 13.4 | 13.7 | 13.6 |
| Public Campground | 1.1 | 1.3 | 1.3 | 1.4 | 1.4 | 1.5 | 1.4 |
| Private Home | 16.5 | 19.8 | 20.4 | 21.2 | 22.3 | 22.1 | 22.4 |
| Vacation Home | 27.0 | 30.6 | 31.2 | 32.1 | 33.2 | 34.2 | 34.4 |
| Day Travel | 12.0 | 14.2 | 14.6 | 15.5 | 16.1 | 15.6 | 15.8 |
| Spending at Destination | 98.9 | 117.1 | 121.6 | 129.1 | 134.5 | 136.9 | 139.0 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 22.3 | 26.4 | 27.8 | 29.5 | 30.9 | 31.8 | 32.3 |
| Food & Beverage Services | 27.9 | 32.3 | 34.0 | 35.8 | 36.5 | 37.4 | 39.0 |
| Food Stores | 5.5 | 6.9 | 7.0 | 7.4 | 7.5 | 7.7 | 7.8 |
| Ground Tran. & Motor Fuel | 5.9 | 7.0 | 6.4 | 7.4 | 9.3 | 8.7 | 7.9 |
| Recreation, Entertainment | 18.0 | 21.4 | 22.4 | 23.6 | 24.3 | 24.8 | 25.4 |
| Shopping | 19.4 | 23.1 | 24.0 | 25.4 | 26.1 | 26.5 | 26.4 |
| Spending at Destination | 98.9 | 117.1 | 121.6 | 129.1 | 134.5 | 136.9 | 139.0 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 98.9 | 117.1 | 121.6 | 129.1 | 134.5 | 136.9 | 139.0 |
| Air Transp. & Travel Services | 0.3 | 0.4 | 0.4 | 0.4 | 0.3 | 0.3 | 0.3 |
| Total Direct Spending | 99.2 | 117.5 | 122.0 | 129.5 | 134.8 | 137.1 | 139.2 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 21.0 | 24.5 | 26.4 | 28.3 | 29.6 | 30.0 | 32.0 |
| Arts, Entertainment & Recreation | 5.6 | 6.7 | 7.0 | 7.4 | 7.6 | 7.7 | 7.9 |
| Retail (incl. Motor Fuel) | 3.5 | 4.0 | 4.2 | 4.5 | 4.6 | 4.9 | 4.9 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.8 | 1.3 | 1.3 | 1.1 | 0.9 | 0.8 | 0.9 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 30.9 | 36.4 | 38.8 | 41.2 | 42.6 | 43.5 | 45.7 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 1,400 | 1,480 | 1,560 | 1,590 | 1,680 | 1,620 | 1,600 |
| Arts, Entertainment & Recreation | 460 | 500 | 500 | 510 | 520 | 510 | 450 |
| Retail (incl. Motor Fuel) | 220 | 230 | 230 | 230 | 230 | 240 | 220 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 30 | 40 | 40 | 40 | 30 | 30 | 30 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 2,100 | 2,240 | 2,330 | 2,370 | 2,460 | 2,400 | 2,300 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 1.5 | 1.8 | 1.9 | 2.0 | 2.1 | 2.2 | 2.2 |
| State Taxes | 4.0 | 4.8 | 5.0 | 5.2 | 5.4 | 5.4 | 5.6 |
| Total Direct Taxes | 5.4 | 6.5 | 6.8 | 7.2 | 7.5 | 7.6 | 7.8 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Ventura County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|------|------|------|------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 251 | 297 | 315 | 364 | 407 | 389 | 388 |
| Private Campground | 5 | 6 | 5 | 6 | 7 | 7 | 7 |
| Public Campground | 23 | 24 | 29 | 28 | 41 | 42 | 41 |
| Private Home | 165 | 198 | 202 | 211 | 223 | 221 | 224 |
| Vacation Home | 30 | 34 | 35 | 36 | 37 | 39 | 40 |
| Day Travel | 228 | 270 | 280 | 299 | 327 | 307 | 307 |
| Spending at Destination | 701 | 829 | 866 | 944 | 1,042 | 1,006 | 1,006 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 89 | 105 | 112 | 127 | 146 | 143 | 145 |
| Food & Beverage Services | 193 | 223 | 237 | 255 | 272 | 263 | 272 |
| Food Stores | 26 | 31 | 34 | 35 | 39 | 39 | 40 |
| Ground Tran. & Motor Fuel | 85 | 102 | 94 | 109 | 135 | 126 | 116 |
| Recreation, Entertainment | 112 | 133 | 141 | 152 | 164 | 158 | 160 |
| Shopping | 197 | 235 | 248 | 266 | 286 | 276 | 273 |
| Spending at Destination | 701 | 829 | 866 | 944 | 1,042 | 1,006 | 1,006 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 701 | 829 | 866 | 944 | 1,042 | 1,006 | 1,006 |
| Air Transp. & Travel Services | 5 | 7 | 9 | 8 | 11 | 10 | 11 |
| Total Direct Spending | 707 | 836 | 875 | 952 | 1,053 | 1,016 | 1,017 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 101 | 116 | 127 | 141 | 156 | 150 | 158 |
| Arts, Entertainment & Recreation | 49 | 59 | 62 | 67 | 72 | 70 | 71 |
| Retail (incl. Motor Fuel) | 31 | 34 | 37 | 39 | 43 | 45 | 44 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 15 | 21 | 26 | 25 | 32 | 30 | 32 |
| Auto Rental & other ground tran. | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Total Direct Earnings | 197 | 232 | 253 | 273 | 305 | 296 | 307 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 6.7 | 7.0 | 7.1 | 7.7 | 8.1 | 7.4 | 7.7 |
| Arts, Entertainment & Recreation | 3.3 | 3.6 | 3.5 | 3.7 | 3.7 | 3.4 | 3.5 |
| Retail (incl. Motor Fuel) | 1.7 | 1.7 | 1.7 | 1.8 | 1.8 | 1.7 | 1.7 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.6 | 0.8 | 0.9 | 0.9 | 1.0 | 1.0 | 0.9 |
| Auto Rental & other ground tran. | 0.0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Total Direct Employment | 12.4 | 13.2 | 13.3 | 14.1 | 14.6 | 13.6 | 13.9 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 12.3 | 15.0 | 15.9 | 17.6 | 19.8 | 19.2 | 19.4 |
| State Taxes | 34.6 | 41.7 | 43.8 | 46.7 | 50.6 | 48.6 | 48.9 |
| Total Direct Taxes | 46.9 | 56.7 | 59.7 | 64.3 | 70.3 | 67.8 | 68.3 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Yolo County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|-------|-------|-------|-------|-------|-------|-------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 48.9 | 52.9 | 56.9 | 64.0 | 71.1 | 70.2 | 69.8 |
| Private Campground | 6.4 | 8.4 | 7.9 | 8.7 | 11.3 | 11.4 | 11.1 |
| Public Campground | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Private Home | 29.7 | 36.8 | 37.4 | 39.5 | 42.3 | 42.3 | 42.8 |
| Vacation Home | 1.9 | 2.1 | 2.2 | 2.2 | 2.3 | 2.6 | 2.6 |
| Day Travel | 42.2 | 50.1 | 51.1 | 55.5 | 61.6 | 58.3 | 58.3 |
| Spending at Destination | 129.0 | 150.4 | 155.4 | 170.0 | 188.6 | 184.8 | 184.6 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 15.6 | 17.3 | 18.7 | 20.7 | 22.4 | 22.6 | 22.6 |
| Food & Beverage Services | 32.8 | 37.3 | 39.7 | 42.6 | 45.8 | 45.3 | 47.2 |
| Food Stores | 4.6 | 5.7 | 6.0 | 6.4 | 7.0 | 7.0 | 7.2 |
| Ground Tran. & Motor Fuel | 24.0 | 28.7 | 26.2 | 30.6 | 38.3 | 35.7 | 32.6 |
| Recreation, Entertainment | 24.3 | 28.5 | 30.2 | 32.5 | 35.1 | 34.7 | 35.5 |
| Shopping | 27.7 | 32.8 | 34.7 | 37.2 | 40.1 | 39.5 | 39.4 |
| Spending at Destination | 129.0 | 150.4 | 155.4 | 170.0 | 188.6 | 184.8 | 184.6 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 129.0 | 150.4 | 155.4 | 170.0 | 188.6 | 184.8 | 184.6 |
| Air Transp. & Travel Services | 11.9 | 16.7 | 16.4 | 15.7 | 15.7 | 16.5 | 14.6 |
| Total Direct Spending | 140.9 | 167.1 | 171.8 | 185.7 | 204.3 | 201.3 | 199.2 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 17.9 | 20.0 | 21.9 | 24.0 | 26.2 | 25.8 | 27.3 |
| Arts, Entertainment & Recreation | 10.5 | 12.3 | 13.0 | 14.0 | 15.1 | 14.9 | 15.3 |
| Retail (incl. Motor Fuel) | 5.1 | 5.6 | 5.9 | 6.4 | 7.0 | 7.3 | 7.4 |
| Air Transportation | 4.1 | 4.8 | 5.0 | 4.8 | 4.4 | 4.7 | 4.3 |
| Travel Arrangement Services | 1.8 | 3.8 | 2.8 | 2.9 | 3.9 | 3.6 | 1.9 |
| Auto Rental & other ground tran. | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Total Direct Earnings | 39.4 | 46.6 | 48.7 | 52.2 | 56.7 | 56.4 | 56.3 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 1,460 | 1,480 | 1,440 | 1,620 | 1,730 | 1,620 | 1,610 |
| Arts, Entertainment & Recreation | 990 | 1,070 | 990 | 1,110 | 1,140 | 1,080 | 1,070 |
| Retail (incl. Motor Fuel) | 260 | 260 | 240 | 260 | 270 | 270 | 270 |
| Air Transportation | 130 | 140 | 140 | 140 | 130 | 130 | 110 |
| Travel Arrangement Services | 90 | 130 | 100 | 100 | 110 | 100 | 60 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 2,930 | 3,080 | 2,930 | 3,230 | 3,390 | 3,200 | 3,120 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 2.1 | 2.5 | 2.6 | 3.0 | 3.3 | 3.2 | 3.2 |
| State Taxes | 6.6 | 8.0 | 8.3 | 8.8 | 9.5 | 9.3 | 9.3 |
| Total Direct Taxes | 8.7 | 10.5 | 10.9 | 11.8 | 12.8 | 12.5 | 12.5 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

Yuba County Travel Impacts, 1992-2002

| | 1992 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---|------|------|------|------|------|------|------|
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel, B&B | 4.7 | 3.4 | 3.1 | 3.4 | 3.7 | 3.7 | 3.7 |
| Private Campground | 18.5 | 24.6 | 23.9 | 26.2 | 30.1 | 30.7 | 30.5 |
| Public Campground | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Private Home | 7.7 | 8.8 | 9.0 | 9.3 | 9.7 | 9.6 | 9.6 |
| Vacation Home | 2.2 | 2.5 | 2.5 | 2.6 | 2.7 | 2.9 | 2.9 |
| Day Travel | 7.0 | 8.4 | 8.3 | 8.9 | 9.8 | 9.4 | 9.4 |
| Spending at Destination | 40.0 | 47.6 | 46.8 | 50.4 | 56.0 | 56.2 | 56.1 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 6.1 | 7.1 | 7.0 | 7.5 | 8.3 | 8.6 | 8.5 |
| Food & Beverage Services | 10.4 | 12.0 | 12.0 | 12.7 | 13.8 | 13.9 | 14.4 |
| Food Stores | 4.4 | 5.8 | 5.7 | 6.1 | 6.8 | 7.0 | 7.1 |
| Ground Tran. & Motor Fuel | 5.1 | 6.1 | 5.6 | 6.5 | 8.1 | 7.6 | 6.9 |
| Recreation, Entertainment | 5.3 | 6.2 | 6.2 | 6.6 | 7.1 | 7.1 | 7.3 |
| Shopping | 8.7 | 10.4 | 10.4 | 11.0 | 12.0 | 12.0 | 11.9 |
| Spending at Destination | 40.0 | 47.6 | 46.8 | 50.4 | 56.0 | 56.2 | 56.1 |
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 40.0 | 47.6 | 46.8 | 50.4 | 56.0 | 56.2 | 56.1 |
| Air Transp. & Travel Services | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| Total Direct Spending | 40.0 | 47.7 | 46.9 | 50.4 | 56.0 | 56.2 | 56.2 |
| Travel-Generated Earnings by Industry (\$Million) | | | | | | | |
| Accommodation & Food Services | 5.7 | 6.4 | 6.5 | 7.0 | 7.8 | 7.9 | 8.3 |
| Arts, Entertainment & Recreation | 2.2 | 2.5 | 2.5 | 2.7 | 2.9 | 2.9 | 3.0 |
| Retail (incl. Motor Fuel) | 2.0 | 2.4 | 2.4 | 2.6 | 2.8 | 3.0 | 3.0 |
| Air Transportation | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Travel Arrangement Services | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.2 |
| Auto Rental & other ground tran. | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Direct Earnings | 10.0 | 11.6 | 11.6 | 12.5 | 13.7 | 13.9 | 14.4 |
| Travel-Generated Employment by Industry (Jobs) | | | | | | | |
| Accommodations & Food Service | 550 | 570 | 540 | 560 | 580 | 560 | 590 |
| Arts, Entertainment & Recreation | 230 | 250 | 230 | 240 | 230 | 220 | 210 |
| Retail (incl. Motor Fuel) | 130 | 140 | 140 | 140 | 140 | 140 | 130 |
| Air Transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Arrangement Services | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| Auto Rental & other ground tran. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Direct Employment | 920 | 970 | 910 | 950 | 960 | 930 | 940 |
| Tax Revenues Generated by Travel Spending (\$Million) | | | | | | | |
| Local Taxes | 0.4 | 0.4 | 0.4 | 0.5 | 0.5 | 0.5 | 0.5 |
| State Taxes | 1.9 | 2.3 | 2.3 | 2.4 | 2.6 | 2.6 | 2.6 |
| Total Direct Taxes | 2.3 | 2.7 | 2.7 | 2.8 | 3.1 | 3.1 | 3.1 |

Details may not add to totals due to rounding.

Estimates for 1992 through 1996 are available from Dean Runyan Associates (www.deanrunyan.com).

IV. TRANSIENT OCCUPANCY TAX RECEIPTS

Transient lodging taxes are one of the most direct means for jurisdictions to collect revenues from visitors. They are also a useful indicator of travel activity in the state, since almost all of these sales are made to travelers. Transient lodging tax receipts therefore provide a basis for evaluating both travel trends and the distribution of travel activity in the state.

More than 450 jurisdictions in California levy a locally administered transient lodging tax. This tax, ranging from 4 percent to 15 percent, is collected on the sale (i.e., rental) of a room at a lodging establishment such as a hotel, motel, bed & breakfast or at a campground site.

The tax collections and tax rates compiled by Dean Runyan Associates in this section were reported by the California State Controller's Office, various taxing jurisdictions and visitor associations. The receipts are reported on a fiscal year basis. Typically, this corresponds to July 1 through June 30, although there are exceptions. The rates reported are for the most recent fiscal year shown. In many cases, these rates have changed over the reported time period. It should also be noted that transient lodging tax data are subject to frequent revisions. The revisions can be a result of late payments, back taxes and/or interest fees.

This information provided in this report is also available on the Dean Runyan Associates website (www.deanrunyan.com). The website report will be periodically updated with more current information, as well as revisions and corrections. ***Those with more current information or corrections are encouraged to notify Dean Runyan Associates.***

California Transient Occupancy Tax by Jurisdiction

| | *Rate | Fiscal Year | | | | | | | | | | | |
|------------------|-------|------------------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|
| | | Amounts in \$000 | | | | | | | | | | | |
| | | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
| ALAMEDA COUNTY | | | | | | | | | | | | | |
| Alameda | 10.0% | 207.5 | 206.9 | 185.4 | 205.0 | 242.9 | 340.8 | 407.6 | 380.5 | 536.6 | 987.1 | 721.1 | 642.4 |
| Albany | 10.0% | 12.0 | 11.1 | 5.8 | 8.0 | 2.4 | 1.9 | 1.9 | | | | | |
| Berkeley | 12.0% | 1,763.4 | 1,901.6 | 2,699.4 | 2,193.0 | 2,312.9 | 2,636.8 | 2,804.2 | 2,891.7 | 3,122.3 | 3,477.9 | 2,889.5 | 2,533.4 |
| Dublin | 8.0% | 94.0 | 90.1 | 88.3 | 112.6 | 198.3 | 267.0 | 306.3 | 389.7 | 808.7 | 1,010.8 | | |
| Emeryville | 12.0% | 798.1 | 837.1 | 784.4 | 822.3 | 904.8 | 1,187.7 | 1,096.9 | 1,259.7 | 1,405.9 | 2,120.9 | 2,533.8 | 2,675.0 |
| Fremont | 8.0% | 714.1 | 692.2 | 736.9 | 930.2 | 1,130.6 | 1,317.1 | 1,583.6 | 1,676.9 | 3,341.1 | 4,210.6 | 2,195.7 | 1,848.0 |
| Hayward | 8.5% | 541.5 | 554.0 | 676.6 | 711.5 | 1,059.1 | 814.1 | 1,233.0 | 1,265.7 | 1,366.8 | 1,929.2 | 1,481.5 | 1,214.6 |
| Livermore | 8.0% | 309.3 | 323.8 | 346.9 | 426.4 | 565.1 | 666.8 | 911.8 | 990.9 | 1,084.2 | 1,509.2 | 1,228.7 | 1,225.5 |
| Newark | 10.0% | 797.6 | 912.3 | 768.8 | 816.1 | 1,061.1 | 1,322.3 | 1,569.0 | 1,454.5 | 1,828.9 | 2,557.6 | 1,972.7 | 2,012.6 |
| Oakland | 11.0% | 5,297.9 | 4,991.0 | 5,423.8 | 5,348.6 | 6,159.4 | 7,211.6 | 8,367.0 | 9,090.6 | 10,875.7 | 12,388.9 | 10,746.2 | 10,029.6 |
| Pleasanton | 8.0% | 1,502.5 | 1,645.2 | 1,744.7 | 1,852.3 | 2,150.8 | 2,495.1 | 2,860.6 | 3,220.5 | 3,525.0 | 3,977.6 | 2,971.1 | 2,765.7 |
| San Leandro | 10.0% | 245.1 | 247.4 | 243.4 | 243.9 | 328.4 | 194.5 | 73.3 | 79.5 | 80.4 | 91.5 | 390.7 | 464.3 |
| Union City | 9.7% | 253.4 | 178.4 | 197.2 | 214.0 | 276.2 | 353.2 | 359.4 | 349.5 | 533.5 | 824.1 | 558.0 | 388.9 |
| ALPINE COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 276.5 | 295.5 | 310.7 | 314.6 | 312.9 | 414.1 | 380.5 | 411.3 | 485.6 | 548.2 | 546.9 | 548.7 |
| AMADOR COUNTY | | | | | | | | | | | | | |
| Unincorporated | 6.0% | 69.8 | 78.5 | 69.6 | 63.4 | 60.2 | 69.3 | 73.4 | 77.7 | 86.6 | 100.9 | 102.8 | 106.0 |
| Ione | 6.0% | 3.5 | 2.7 | 3.2 | 2.6 | 2.9 | 4.0 | 4.6 | 9.9 | 9.5 | 7.2 | | |
| Jackson | 10.0% | 98.7 | 105.5 | 120.3 | 177.8 | 155.1 | 196.9 | 158.3 | 165.7 | 165.7 | 187.3 | 199.0 | 225.2 |
| Plymouth | 6.0% | 37.8 | 27.8 | 41.2 | 43.9 | 49.3 | 51.9 | 35.8 | 55.5 | 41.5 | 63.8 | 79.5 | 106.0 |
| Sutter Creek | 10.0% | 31.0 | 47.5 | 68.0 | 67.2 | 78.8 | 78.8 | 124.2 | 67.2 | 62.2 | 106.3 | 102.6 | 117.5 |
| BUTTE COUNTY | | | | | | | | | | | | | |
| Unincorporated | 6.0% | 20.7 | 24.2 | 35.7 | 43.7 | 50.9 | 55.6 | 58.6 | 45.9 | 37.8 | 44.0 | | |
| Chico | 10.0% | 614.2 | 444.4 | 724.8 | 817.3 | 842.5 | 886.3 | 951.0 | 1,046.9 | 1,141.1 | 1,247.2 | 1,329.6 | 1,309.9 |
| Gridley | 10.0% | | | | | | | | 3.9 | 19.6 | 26.6 | 25.5 | 26.2 |
| Oroville | 9.0% | 107.3 | 105.3 | 156.8 | 163.4 | 239.5 | 230.6 | 211.3 | 232.1 | 250.1 | 269.1 | 294.9 | 308.8 |
| Paradise | 6.0% | 50.7 | 49.6 | 63.0 | 47.3 | 50.6 | 52.1 | 53.1 | 53.5 | 94.7 | 102.9 | | |
| CALAVERAS COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 130.3 | 141.6 | 168.6 | 199.4 | 210.9 | 213.6 | 234.7 | 253.2 | 252.5 | 279.6 | 292.7 | 311.5 |
| Angels Camp | 10.0% | 29.8 | 33.9 | 40.7 | 47.9 | 53.8 | 38.6 | 67.5 | 117.5 | 238.4 | 262.2 | 308.7 | 379.5 |

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California Transient Occupancy Tax by Jurisdiction

| | *Rate | Fiscal Year | | | | | | | | | | | |
|---------------------|-------|------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | | Amounts in \$000 | | | | | | | | | | | |
| | | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
| COLUSA COUNTY | | | | | | | | | | | | | |
| Colusa | 8.0% | | | | | 3.0 | 4.9 | 5.8 | 6.1 | 5.2 | 5.5 | | |
| Williams | 10.0% | 159.4 | 159.3 | 161.9 | 164.9 | 157.8 | 166.6 | 174.2 | 206.1 | 254.3 | 288.4 | 275.5 | 286.5 |
| CONTRA COSTA COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 627.2 | 812.5 | 757.4 | 731.2 | 802.4 | 1,005.6 | 1,586.6 | 1,220.7 | 1,678.4 | 1,847.0 | 1,531.2 | 1,417.1 |
| Antioch | 10.0% | 236.2 | 277.3 | 280.9 | 288.2 | 258.6 | 276.5 | 321.6 | 335.8 | 376.1 | 468.0 | 450.2 | 383.8 |
| Brentwood | 10.0% | | | | | 19.1 | 72.1 | 66.9 | 81.7 | 80.1 | 115.4 | | |
| Concord | 10.0% | 914.1 | 879.7 | 1,042.6 | 1,160.1 | 1,208.9 | 1,350.3 | 1,433.4 | 1,485.0 | 1,603.3 | 2,002.6 | 1,786.9 | 1,711.6 |
| Danville | 6.5% | 37.1 | 36.9 | 41.2 | 44.7 | 53.8 | 65.1 | 66.8 | 63.3 | 67.8 | 72.9 | 60.4 | 16.4 |
| El Cerrito | 10.0% | 52.8 | 48.9 | 54.5 | 48.2 | 35.8 | 57.6 | 72.5 | 91.9 | 93.5 | 101.1 | 82.7 | 50.1 |
| Lafayette | 9.5% | 291.2 | 302.0 | 381.8 | 352.7 | 362.1 | 401.8 | 459.2 | 476.7 | 526.9 | 572.0 | 444.7 | 472.0 |
| Martinez | 10.0% | 114.5 | 146.8 | 130.2 | 174.4 | 150.7 | 175.5 | 184.5 | 282.2 | 305.1 | 357.9 | 362.4 | 421.3 |
| Pinole | 10.0% | 185.3 | 160.7 | 151.3 | 157.2 | 169.3 | 192.4 | 219.2 | 248.6 | 319.1 | 333.2 | 325.1 | 345.3 |
| Pittsburg | 8.0% | 65.3 | 51.2 | 64.7 | 81.5 | 80.2 | 108.3 | 135.7 | 159.7 | 160.2 | 132.9 | | |
| Pleasant Hill | 10.0% | 137.9 | 156.1 | 184.4 | 191.5 | 222.7 | 286.4 | 493.6 | 568.9 | 888.7 | 970.3 | | 881.1 |
| Richmond | 10.0% | 309.3 | 342.1 | 242.0 | 447.9 | 341.6 | 305.2 | 512.6 | 456.8 | 834.9 | 1,013.6 | 848.7 | 864.6 |
| San Pablo | 10.0% | 9.6 | 7.2 | 8.6 | 7.5 | 10.1 | 14.6 | 14.8 | 16.6 | 21.5 | 19.5 | | |
| San Ramon | 7.3% | 683.3 | 734.1 | 822.7 | 895.6 | 980.3 | 1,078.1 | 1,330.7 | 1,692.7 | 1,778.5 | 2,266.6 | 1,859.6 | 1,595.5 |
| Walnut Creek | 8.5% | 746.6 | 852.9 | 691.6 | 949.1 | 1,039.3 | 1,234.9 | 1,378.1 | 1,395.3 | 1,880.4 | 1,666.6 | 1,307.2 | 1,143.0 |
| DEL NORTE COUNTY | | | | | | | | | | | | | |
| Unincorporated | 8.0% | 124.7 | 117.3 | 123.8 | 130.2 | 124.9 | 117.9 | 132.9 | 125.3 | 141.9 | 182.5 | 180.2 | 220.5 |
| Crescent City | 10.0% | 301.5 | 301.2 | 400.3 | 442.6 | 446.3 | 461.0 | 476.9 | 493.2 | 523.6 | 541.6 | 578.0 | 68.0 |
| EL DORADO COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 380.9 | 424.7 | 537.2 | 505.9 | 502.9 | 464.0 | 412.8 | 491.1 | 722.5 | 713.3 | | |
| Placerville | | 93.9 | 128.6 | 128.5 | 98.0 | 142.7 | 63.2 | | 140.7 | | | | |
| So. Lake Tahoe | 10.0% | 6,681.4 | 7,056.3 | 7,203.0 | 7,571.3 | 7,498.3 | 7,164.5 | 7,819.8 | 8,497.2 | 9,194.9 | 9,197.1 | 8,979.8 | 9,148.6 |
| FRESNO COUNTY | | | | | | | | | | | | | |
| Unincorporated | 8.0% | 425.0 | 553.1 | 559.8 | 572.3 | 575.9 | 298.1 | | | | | | |
| Clovis | 10.0% | 10.4 | 8.2 | 9.4 | 8.8 | 8.5 | 12.2 | 110.4 | 139.3 | 142.7 | 142.0 | 130.8 | 138.9 |
| Coalinga | 6.0% | 34.4 | 31.6 | 32.6 | 30.8 | 23.2 | 31.0 | 34.3 | 26.5 | 20.7 | 23.6 | | |
| Firebaugh | 4.0% | 0.4 | 0.3 | 0.4 | 0.9 | 0.0 | 1.0 | 0.4 | 0.4 | 0.7 | 0.6 | | |
| Fresno | 12.0% | 5,644.9 | 5,596.8 | 5,852.8 | 5,714.6 | 5,766.0 | 6,282.0 | 6,521.1 | 6,761.8 | 6,438.7 | 7,423.0 | 7,504.7 | 7,992.0 |

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California Transient Occupancy Tax by Jurisdiction

| | *Rate | Fiscal Year | | | | | | | | | | | |
|-----------------|-------|------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | | Amounts in \$000 | | | | | | | | | | | |
| | | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
| FRESNO COUNTY | | | | | | | | | | | | | |
| Huron | 7.0% | | 7.8 | 5.5 | 4.2 | 2.1 | 1.3 | 4.5 | 3.1 | 2.1 | 1.4 | | |
| Kingsburg | 8.0% | 35.7 | 37.4 | 33.9 | 31.3 | 26.8 | 31.3 | 35.1 | 39.7 | 46.9 | 37.3 | | |
| Reedley | 8.0% | | | | 42.4 | 41.0 | 38.3 | 26.7 | 40.5 | 54.8 | 31.5 | | |
| Sanger | 4.0% | 33.8 | 9.0 | 4.0 | 4.3 | 3.1 | 6.3 | 6.4 | 8.2 | 5.9 | 7.2 | | |
| Selma | 6.0% | 37.4 | 65.7 | 49.9 | 67.9 | 82.4 | 147.4 | 126.4 | 139.9 | 144.4 | 140.8 | | |
| GLENN COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 4.3 | 2.6 | 3.4 | 1.4 | 1.7 | 1.3 | 1.2 | 3.5 | 4.8 | 8.7 | 9.3 | 10.4 |
| Orland | 10.0% | 29.9 | 33.2 | 38.0 | 39.1 | 33.9 | 31.1 | 34.7 | 47.8 | 43.2 | 45.0 | | |
| Willows | 10.0% | 133.5 | 142.1 | 149.2 | 180.9 | 189.7 | 196.3 | 199.6 | 215.6 | 215.6 | 239.4 | 299.1 | 294.9 |
| HUMBOLDT COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 449.0 | 438.2 | 556.5 | 623.2 | 648.0 | 614.5 | 587.7 | 677.6 | 704.0 | 711.2 | 748.3 | 755.3 |
| Arcata | 10.0% | 392.8 | 437.0 | 447.9 | 451.7 | 478.5 | 449.2 | 468.8 | 502.5 | 518.5 | 579.3 | 596.9 | 645.0 |
| Eureka | 9.0% | 1,035.7 | 1,107.4 | 1,082.5 | 1,109.0 | 1,073.7 | 1,074.5 | 1,170.9 | 1,253.9 | 1,311.9 | 1,378.7 | 1,419.7 | 1,422.6 |
| Ferndale | 8.0% | 33.4 | 30.4 | 40.6 | 30.8 | 37.6 | 30.2 | 38.0 | 40.7 | 60.1 | 72.6 | 66.0 | 81.4 |
| Fortuna | 8.0% | 34.0 | 81.8 | 139.0 | 157.7 | 167.0 | 168.9 | 174.0 | 183.5 | 198.3 | 221.5 | 232.6 | 284.2 |
| Rio Dell | 8.0% | 12.5 | 5.9 | 4.2 | 7.3 | 9.7 | | 8.9 | | 8.4 | 8.7 | 9.4 | 8.9 |
| Trinidad | 8.0% | 2.3 | 7.3 | 8.5 | 7.2 | 8.7 | 7.8 | 7.6 | 7.7 | 12.3 | 14.8 | 17.6 | 20.7 |
| IMPERIAL COUNTY | | | | | | | | | | | | | |
| Unincorporated | 8.0% | 53.0 | 54.8 | 73.0 | 82.8 | 72.8 | 72.8 | 73.9 | 67.8 | 78.2 | 75.1 | 72.6 | 64.0 |
| Brawley | 8.0% | 74.1 | 70.1 | 75.4 | 66.3 | 71.5 | 104.4 | 148.8 | 140.7 | 168.6 | 166.1 | | |
| Calexico | 7.0% | 89.8 | 114.4 | 103.1 | 120.4 | 90.0 | 132.9 | 76.9 | 187.9 | 253.3 | 228.0 | 190.1 | 145.2 |
| Calipatria | 8.0% | | | | 13.3 | 24.3 | 20.0 | 22.6 | 19.5 | 34.4 | 13.7 | | |
| El Centro | 10.0% | 516.0 | 727.8 | 587.7 | 613.6 | 551.3 | 511.5 | 615.7 | 662.7 | 767.6 | 847.1 | 791.5 | 849.3 |
| Holtville | 4.0% | 1.4 | 1.8 | 1.6 | 1.7 | 2.0 | 1.2 | 1.7 | 1.6 | 1.5 | 1.8 | | |
| Imperial | 8.0% | 24.5 | 0.0 | 23.3 | 61.4 | 59.6 | 41.8 | 69.0 | 69.4 | 66.1 | 47.6 | 49.9 | 21.1 |
| INYO COUNTY | | | | | | | | | | | | | |
| Unincorporated | 9.0% | 847.9 | 931.1 | 900.8 | 1,054.2 | 1,062.1 | 1,125.4 | 1,221.5 | 1,271.8 | 1,329.8 | 1,310.7 | 1,305.6 | 1,252.4 |
| Bishop | 9.0% | 579.2 | 636.6 | 696.6 | 670.3 | 710.1 | 747.0 | 743.5 | 792.4 | 907.0 | 957.3 | 1,001.5 | 1,072.2 |

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California Transient Occupancy Tax by Jurisdiction

| | | Fiscal Year | | | | | | | | | | | |
|--------------------|-------|------------------|---------|---------|---------|---------|---------|----------|----------|---------|----------|---------|---------|
| | | Amounts in \$000 | | | | | | | | | | | |
| | *Rate | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
| KERN COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 860.3 | 992.9 | 1,678.5 | 1,202.9 | 1,264.3 | 1,326.4 | 1,448.2 | 1,486.2 | 1,511.9 | 1,346.7 | | |
| Bakersfield | 12.0% | 3,082.1 | 2,909.0 | 3,557.3 | 4,001.1 | 3,773.8 | 4,210.3 | 4,769.0 | 5,136.6 | 4,910.7 | 5,347.8 | 5,493.5 | 5,747.8 |
| California City | 6.0% | 8.7 | 7.3 | 5.3 | 6.6 | 3.4 | 4.1 | 2.2 | 5.1 | 4.5 | 7.6 | | |
| Delano | 10.0% | 99.6 | 131.0 | 137.0 | 133.1 | 131.7 | 122.6 | 124.8 | 123.4 | 108.4 | 101.9 | | |
| Maricopa | 10.0% | 13.5 | 8.4 | 10.5 | 9.8 | 9.6 | 11.4 | 14.5 | 14.4 | | 12.5 | | |
| McFarland | 6.0% | 4.7 | 4.3 | 3.3 | 3.4 | 4.4 | 0.5 | 0.5 | 0.6 | 0.5 | 0.7 | | |
| Ridgecrest | 10.0% | 606.1 | 606.3 | 611.0 | 611.9 | 590.2 | 578.1 | 585.4 | 631.1 | 674.9 | 742.4 | 717.1 | 867.6 |
| Taft | 10.0% | 32.1 | 26.3 | 19.3 | 32.4 | 27.3 | 22.0 | 28.0 | 35.0 | 43.6 | 55.7 | | |
| Tehachapi | 8.0% | 115.2 | 113.9 | 133.0 | 134.1 | 135.7 | 162.0 | 138.7 | 177.5 | 143.7 | 161.1 | | |
| Wasco | 6.0% | 16.4 | 12.5 | 10.6 | 13.0 | 12.6 | 14.9 | 11.2 | 9.9 | 10.7 | 8.1 | | |
| KINGS COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 82.7 | 84.2 | 96.5 | 111.3 | 103.7 | 98.2 | 125.7 | 152.3 | 165.7 | 182.8 | 199.1 | 188.8 |
| Avenal | 6.0% | 8.7 | 2.3 | 6.0 | 0.1 | 0.2 | 0.7 | 5.8 | 3.5 | 6.1 | 4.9 | | |
| Corcoran | 8.0% | 25.3 | 18.7 | 22.1 | 20.9 | 24.8 | 30.8 | 21.5 | 19.6 | 27.7 | 27.4 | | |
| Hanford | 8.0% | 122.3 | 116.7 | 119.5 | 126.4 | 117.4 | 115.1 | 136.3 | 168.6 | 185.8 | 221.4 | 307.0 | 321.0 |
| Lemoore | 8.0% | 54.5 | 56.5 | 57.3 | 65.3 | 87.2 | 118.7 | 103.8 | 124.9 | 144.0 | 163.6 | 184.2 | |
| LAKE COUNTY | | | | | | | | | | | | | |
| Unincorporated | 9.0% | 290.9 | 309.3 | 375.8 | 420.7 | 467.8 | 432.8 | 436.0 | 489.7 | 574.9 | 691.5 | 699.1 | |
| Clearlake | 9.0% | 91.3 | 108.2 | 109.7 | 99.1 | 121.9 | 91.0 | 133.3 | 121.9 | 148.1 | 175.0 | 164.4 | 158.4 |
| Lakeport | 10.0% | 103.6 | 123.6 | 125.0 | 116.9 | 113.8 | 115.9 | 113.4 | 109.9 | 132.4 | 172.3 | 163.2 | |
| LASSEN COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | | 28.8 | 31.1 | 34.1 | 31.4 | 21.4 | 24.4 | 22.7 | 31.7 | 55.3 | 50.2 | 51.9 |
| Susanville | 8.0% | 224.3 | 222.1 | 250.7 | 288.2 | 301.9 | 269.4 | 267.1 | | 297.2 | 327.3 | 346.6 | 362.5 |
| LOS ANGELES COUNTY | | | | | | | | | | | | | |
| Unincorporated | 12.0% | 5,528.0 | 5,476.9 | 5,934.4 | 6,428.6 | 7,547.4 | 8,965.2 | 10,177.3 | 10,295.4 | 9,633.5 | 10,202.9 | 9,383.2 | 8,820.1 |
| Agoura Hills | 12.0% | 209.0 | 194.6 | 238.1 | 236.5 | 322.2 | 404.2 | 533.0 | 605.5 | 786.6 | 896.2 | 782.9 | 1,032.6 |
| Alhambra | 12.0% | 219.8 | 202.3 | 187.1 | 194.6 | 198.5 | 319.6 | 225.7 | 235.8 | 227.0 | 205.6 | | |
| Arcadia | 10.0% | 788.9 | 669.5 | 850.6 | 895.5 | 977.9 | 1,083.3 | 1,179.2 | 1,441.3 | 1,672.2 | 2,157.5 | | |
| Artesia | 6.0% | 82.4 | 96.7 | 73.9 | 115.3 | 100.9 | 114.6 | 114.0 | 103.2 | 105.0 | 128.8 | | |
| Avalon | 9.0% | 940.4 | 954.7 | 1,085.3 | 1,372.6 | 1,519.1 | 1,587.6 | 1,700.6 | 1,995.5 | 2,284.0 | 2,344.7 | | |
| Azusa | 7.5% | 166.2 | 159.8 | 144.3 | 124.0 | 134.8 | 124.7 | 134.0 | 140.7 | 165.1 | 194.3 | 186.9 | 209.5 |

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| | | Fiscal Year | | | | | | | | | | | |
|--------------------|-------|------------------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|
| | | Amounts in \$000 | | | | | | | | | | | |
| | *Rate | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
| LOS ANGELES COUNTY | | | | | | | | | | | | | |
| Baldwin Park | 10.0% | 201.8 | 179.2 | 161.5 | 102.6 | 171.1 | 150.2 | 152.5 | 157.7 | 208.9 | 173.7 | | |
| Bell | 8.0% | 100.0 | 99.2 | 65.6 | 101.1 | 103.5 | | | | | 133.6 | | |
| Bell Gardens | 8.0% | 111.8 | 96.3 | 80.7 | 108.0 | 126.7 | 87.4 | 87.8 | 123.4 | 80.4 | 154.4 | | |
| Bellflower | 9.0% | 357.8 | 413.9 | 288.6 | 343.4 | 295.8 | 285.8 | 312.1 | 322.4 | 386.8 | 475.0 | | |
| Beverly Hills | 14.0% | 7,177.0 | 6,605.6 | 6,928.4 | 8,478.3 | 11,518.8 | 12,458.4 | 13,085.8 | 14,765.0 | 17,419.2 | 17,817.9 | 14,648.2 | 14,798.0 |
| Burbank | 10.0% | 1,672.1 | 1,600.1 | 1,861.8 | 2,046.0 | 2,058.6 | 2,216.8 | 2,452.2 | 2,537.5 | 2,799.7 | 3,068.3 | | |
| Calabasas | 12.0% | 420.8 | 433.4 | 438.4 | 413.2 | 397.8 | 444.2 | 462.1 | 509.9 | 540.6 | 668.3 | | |
| Carson | 9.0% | 391.8 | 337.3 | 412.3 | 417.3 | 441.9 | 524.2 | 657.1 | 638.1 | 682.3 | 827.8 | 756.4 | 773.6 |
| Cerritos | 6.0% | 194.3 | 197.8 | 229.0 | 256.6 | 282.1 | 306.2 | 322.8 | 314.5 | 345.4 | 367.2 | 323.9 | 294.8 |
| Claremont | 10.0% | 388.5 | 332.8 | 304.9 | 351.7 | 317.5 | 326.5 | 532.6 | 450.5 | 364.0 | 479.8 | 418.3 | 414.8 |
| Compton | 7.5% | 100.1 | 213.9 | 83.0 | 65.7 | 61.5 | 50.1 | 105.7 | 155.5 | 173.2 | 191.8 | | |
| Covina | 10.0% | 368.7 | 355.1 | 344.7 | 356.8 | 355.3 | 420.4 | 377.5 | 446.9 | 477.9 | 485.1 | 426.6 | 424.7 |
| Cudahy | 8.0% | 13.2 | 31.1 | 19.6 | 25.4 | 33.2 | 28.3 | 45.8 | 33.3 | 37.4 | 53.9 | | |
| Culver City | 12.0% | 1,194.1 | 1,186.6 | 1,261.8 | 1,193.1 | 1,356.8 | 1,336.2 | 1,565.5 | 1,871.7 | 2,115.6 | 2,189.6 | | |
| Diamond Bar | 10.0% | 185.7 | 196.4 | 221.0 | 152.3 | 227.5 | 311.3 | 228.7 | 338.7 | 480.2 | 553.0 | | |
| Downey | 9.0% | 577.4 | 555.3 | 563.3 | 579.9 | 571.9 | 604.3 | 661.6 | 667.7 | 729.7 | 801.3 | 769.1 | 780.9 |
| Duarte | 10.0% | 91.7 | 84.9 | 60.3 | 102.7 | 81.2 | 82.0 | 95.5 | 109.3 | 121.4 | 130.7 | 111.7 | 120.5 |
| El Monte | 10.0% | 181.7 | 209.8 | 154.2 | 174.7 | 137.4 | 140.5 | 176.1 | 151.4 | 181.0 | 234.3 | 256.2 | 263.0 |
| El Segundo | 8.0% | 1,782.1 | 1,645.6 | 1,588.8 | 1,775.1 | 1,433.4 | 1,895.8 | 2,099.4 | 2,744.7 | 2,474.7 | 3,111.8 | | |
| Gardena | 7.0% | 206.4 | 179.4 | 170.3 | 198.1 | 341.1 | 354.1 | 342.2 | 346.3 | 394.0 | 387.8 | | |
| Glendale | 10.0% | 542.4 | 679.7 | 1,219.3 | 1,281.4 | 1,357.2 | 1,518.5 | 1,634.4 | 1,711.2 | 1,838.5 | 2,240.0 | 2,329.1 | |
| Glendora | 6.0% | 56.3 | 46.3 | 48.6 | 63.1 | 49.1 | 48.8 | 43.9 | 56.1 | 58.0 | 50.8 | | |
| Hawthorne | 8.0% | 558.2 | 288.8 | 224.9 | 246.5 | 206.7 | 210.4 | 230.2 | 227.9 | 227.7 | 292.7 | | |
| Hermosa Beach | 10.0% | 226.5 | 239.9 | 249.0 | 224.0 | 260.5 | 353.4 | 394.6 | 549.9 | 711.9 | 793.8 | 1,153.0 | 1,054.3 |
| Huntington Park | 5.0% | 45.2 | 43.9 | 38.3 | 34.7 | 36.8 | 36.3 | 34.1 | 36.2 | 36.5 | 39.2 | | |
| Industry | 8.0% | 280.5 | 231.9 | 360.5 | 411.4 | 422.7 | 521.2 | 530.9 | 447.3 | 510.5 | 488.4 | | |
| Inglewood | 14.0% | 1,288.3 | 1,435.8 | 1,426.7 | 1,438.0 | 1,400.4 | 2,041.2 | 1,748.2 | 2,115.2 | 2,253.5 | 2,265.7 | | |
| La Mirada | 7.0% | 237.4 | 281.7 | 345.5 | 408.3 | 435.3 | 483.7 | 473.6 | 473.6 | 707.6 | 781.1 | | |
| La Puente | 10.0% | | 10.3 | 32.7 | 41.4 | 37.4 | 37.2 | 44.5 | 50.2 | 49.3 | 66.7 | | |
| Lakewood | 8.0% | 99.7 | 77.4 | 68.4 | 56.3 | 68.3 | 65.6 | 58.9 | 60.3 | 45.2 | 30.8 | | |
| Lancaster | 7.0% | 789.3 | 800.9 | 737.2 | 707.3 | 705.8 | 898.5 | 947.2 | 973.6 | 1,022.6 | 1,107.3 | 1,025.3 | |

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California Transient Occupancy Tax by Jurisdiction

| | *Rate | Fiscal Year | | | | | | | | | | | |
|---------------------|-------|------------------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|----------|
| | | Amounts in \$000 | | | | | | | | | | | |
| | | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
| LOS ANGELES COUNTY | | | | | | | | | | | | | |
| Lawndale | 9.0% | 211.1 | 232.7 | 155.7 | 160.2 | 217.2 | 206.2 | 185.6 | 201.0 | 281.5 | 366.1 | | |
| Lomita | 10.0% | 114.5 | 81.6 | 108.6 | 88.1 | 88.9 | 72.9 | 103.0 | 69.1 | 94.2 | 98.3 | | |
| Long Beach | 12.0% | 6,227.0 | 6,316.0 | 5,106.7 | 6,557.5 | 7,801.0 | 9,340.0 | 10,346.3 | 9,142.7 | 10,061.0 | 13,335.8 | 12,446.7 | 13,133.4 |
| Los Angeles | 14.0% | 66,218.5 | 60,430.4 | 64,125.8 | 72,100.0 | 75,021.7 | 85,860.9 | 92,052.2 | 99,237.4 | 105,868.0 | 116,888.2 | 101,125.2 | 99,779.1 |
| Malibu | 12.0% | 506.6 | 509.6 | 477.4 | 489.0 | 581.6 | 603.9 | 656.7 | 770.6 | 852.3 | 835.6 | 831.3 | 830.0 |
| Manhattan Beach | 10.0% | 1,305.1 | 1,202.5 | 1,252.1 | 1,335.7 | 1,688.0 | 1,710.7 | 1,763.4 | 2,259.9 | 2,522.9 | 2,710.4 | | |
| Maywood | 5.0% | 30.4 | 33.2 | 24.1 | 23.8 | 22.1 | 27.1 | 21.6 | 36.2 | 25.0 | 26.6 | | |
| Monrovia | 10.0% | 354.7 | 413.5 | 428.9 | 548.7 | 495.8 | 570.1 | 680.8 | 833.8 | 829.2 | 829.1 | | |
| Montebello | 10.0% | 181.3 | 162.7 | 193.4 | 204.1 | 160.8 | 181.6 | 200.9 | 227.1 | 239.6 | 248.2 | | |
| Monterey Park | 12.0% | 575.6 | 553.0 | 553.6 | 544.2 | 606.3 | 593.4 | 529.6 | 575.4 | 529.0 | 554.5 | | |
| Norwalk | 10.0% | 513.1 | 465.0 | 465.4 | 488.0 | 514.1 | 557.6 | 641.3 | 665.2 | 761.0 | 807.4 | 738.9 | 699.2 |
| Palmdale | 7.0% | 416.3 | 508.9 | 561.8 | 555.2 | 369.7 | 422.5 | 433.9 | 442.4 | 448.9 | 805.6 | 887.9 | |
| Pasadena | 12.1% | 3,723.7 | 4,007.8 | 4,515.4 | 4,746.0 | 4,916.0 | 5,386.0 | 6,167.9 | 6,419.4 | 7,399.5 | 7,979.5 | 7,596.1 | 8,107.7 |
| Pico Rivera | 10.0% | 135.3 | 128.5 | 126.2 | 163.5 | 121.8 | 105.7 | 111.4 | 111.4 | 153.5 | 195.6 | 219.3 | 238.6 |
| Pomona | 10.0% | 501.5 | 712.4 | 795.5 | 919.3 | 1,038.8 | 1,140.6 | 1,199.9 | 1,255.5 | 1,346.9 | 1,445.1 | 1,407.1 | 1,348.9 |
| Rancho Palos Verdes | 3.0% | 4.7 | 6.5 | 20.9 | 7.6 | 8.3 | 4.5 | 5.7 | 6.4 | 5.2 | 8.6 | 9.6 | 15.5 |
| Redondo Beach | 4.8% | 1,622.4 | 1,697.3 | 1,680.5 | 1,712.0 | 1,942.8 | 2,087.6 | 2,178.2 | 2,326.1 | 2,416.3 | 2,640.6 | 2,227.8 | 2,228.3 |
| Rosemead | 10.0% | 523.8 | 626.7 | 719.2 | 718.9 | 735.6 | 777.6 | 822.6 | 809.5 | 856.0 | 899.0 | | |
| San Dimas | 8.0% | 227.5 | 246.4 | 185.3 | 263.4 | 279.7 | 308.7 | 331.6 | 380.2 | 496.2 | 558.8 | 577.8 | 607.8 |
| San Gabriel | 10.0% | 92.2 | 98.0 | 59.9 | 79.0 | 81.2 | 96.6 | 89.5 | 85.4 | 77.2 | 78.2 | | |
| Santa Clarita | 10.0% | 372.1 | 310.3 | 378.8 | 359.6 | 374.6 | 450.0 | 432.7 | 641.7 | 887.4 | 1,064.3 | | |
| Santa Fe Springs | 10.0% | 74.4 | 91.8 | 93.2 | 136.2 | 115.1 | 104.0 | 146.8 | 196.5 | 227.1 | 232.5 | | |
| Santa Monica | 12.0% | 6,648.4 | 7,085.6 | 7,639.3 | 9,310.2 | 10,925.3 | 12,734.8 | 14,200.8 | 15,418.2 | 17,880.1 | 19,218.2 | 16,348.3 | 17,058.7 |
| Signal Hill | 9.0% | 141.6 | 73.5 | 68.3 | 167.9 | 123.4 | 118.6 | 120.8 | 133.0 | 141.2 | 178.3 | | |
| South El Monte | 8.0% | 170.9 | 174.6 | 163.4 | 139.5 | 154.9 | 150.6 | 151.1 | 131.7 | 142.8 | 221.8 | | |
| South Gate | 8.0% | 137.8 | 137.6 | 185.4 | 180.6 | 221.1 | 231.0 | 183.2 | 158.8 | 242.9 | 262.7 | | |
| Temple City | 10.0% | 29.8 | 32.5 | 31.6 | 30.8 | 31.8 | 32.0 | 30.6 | 30.8 | 36.8 | 34.6 | | |
| Torrance | 11.0% | 3,031.4 | 3,160.7 | 3,204.6 | 3,755.3 | 3,764.2 | 4,607.2 | 4,872.2 | 5,692.5 | 6,053.6 | 6,779.3 | | |
| West Covina | 10.0% | 528.3 | 557.9 | 571.3 | 562.7 | 582.7 | 634.0 | 575.6 | 678.1 | 739.1 | 832.3 | | |
| West Hollywood | 11.5% | 4,278.9 | 4,042.0 | 4,673.1 | 4,644.3 | 5,100.2 | 6,129.5 | 7,589.3 | 7,857.4 | 8,806.7 | 9,609.9 | 7,888.5 | 8,050.8 |
| Westlake Village | 10.0% | 94.7 | 155.7 | 162.5 | 229.0 | 306.2 | 363.4 | 441.0 | 473.0 | 563.2 | 593.4 | | |

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California Transient Occupancy Tax by Jurisdiction

| | | Fiscal Year | | | | | | | | | | | |
|---------------------------|-------|------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | | Amounts in \$000 | | | | | | | | | | | |
| | *Rate | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
| LOS ANGELES COUNTY | | | | | | | | | | | | | |
| Whittier | 10.0% | 213.6 | 205.3 | 209.0 | 246.9 | 274.4 | 389.0 | 427.5 | 474.3 | 493.4 | 515.5 | | |
| MADERA COUNTY | | | | | | | | | | | | | |
| Unincorporated | 9.0% | 532.7 | 629.8 | 679.6 | 936.3 | 1,067.9 | 1,072.2 | 1,135.4 | 1,182.6 | 1,245.2 | 1,312.0 | 1,343.2 | 1,395.9 |
| Chowchilla | 10.0% | 15.8 | 20.2 | 15.5 | 23.6 | 21.1 | 23.0 | 32.6 | 34.6 | 35.0 | 40.5 | 66.7 | 69.2 |
| Madera | 9.0% | 164.7 | 161.6 | 173.6 | 190.4 | 183.3 | 171.1 | 170.5 | 187.1 | 206.2 | 1,318.6 | 262.0 | 280.0 |
| MARIN COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 679.8 | 713.3 | 799.5 | 863.9 | 987.6 | 1,169.0 | 1,301.1 | 1,379.1 | 1,372.0 | 1,538.2 | 1,501.6 | 1,489.8 |
| Corte Madera | 10.0% | 315.1 | 342.5 | 348.3 | 368.7 | 429.4 | 499.0 | 546.4 | 596.8 | 618.4 | 670.1 | 540.5 | 481.5 |
| Fairfax | 10.0% | | | | | | | | 15.5 | 22.8 | 28.8 | 26.9 | 24.1 |
| Larkspur | 10.0% | 376.9 | 405.7 | 431.3 | 445.8 | 470.8 | 496.8 | 561.9 | 576.6 | 620.8 | 628.0 | 426.9 | 406.0 |
| Mill Valley | 10.0% | 70.6 | 79.8 | 93.8 | 128.1 | 167.6 | 203.2 | 212.1 | 229.3 | 356.6 | 435.8 | 369.2 | 326.4 |
| Novato | 10.0% | 149.5 | 159.9 | 166.7 | 200.2 | 262.4 | 288.7 | 383.0 | 502.5 | 1,007.6 | 1,135.6 | 950.0 | 869.4 |
| San Rafael | 10.0% | 985.4 | 993.9 | 1,116.6 | 1,139.0 | 1,159.2 | 1,402.1 | 1,567.2 | 1,695.2 | 1,847.4 | 1,816.6 | 1,452.7 | 1,395.3 |
| Sausalito | 10.0% | 253.0 | 262.8 | 243.2 | 233.0 | 366.4 | 451.2 | 530.6 | 606.3 | 672.7 | 686.5 | 595.6 | 593.7 |
| Tiburon | 10.0% | 136.7 | 154.4 | 157.2 | 228.3 | 249.1 | 296.1 | 295.1 | 289.5 | 317.7 | 450.7 | 432.1 | 367.1 |
| MARIPOSA COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 4,256.3 | 4,346.2 | 4,639.4 | 5,482.7 | 5,122.3 | 4,968.7 | 5,715.9 | 5,984.7 | 6,141.3 | 6,808.0 | 7,248.1 | 7,459.5 |
| MENDOCINO COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 2,364.3 | 2,482.5 | 2,067.6 | 2,973.1 | 2,740.8 | 2,768.1 | 3,056.3 | 3,360.4 | 3,589.9 | 3,966.1 | 3,863.4 | 3,551.5 |
| Fort Bragg | 10.0% | 693.5 | 733.2 | 772.3 | 730.9 | 750.3 | 778.1 | 783.3 | 924.7 | 1,093.2 | 1,239.6 | 1,344.6 | 1,298.5 |
| Point Arena | 10.0% | 17.3 | 38.8 | 45.5 | 38.3 | 43.2 | 44.9 | 46.2 | 41.1 | 53.1 | 70.5 | | |
| Ukiah | 8.0% | 178.9 | 163.3 | 238.7 | 191.9 | 204.9 | 195.1 | 185.8 | 211.5 | 233.2 | 274.1 | 297.3 | 390.2 |
| Willits | 10.0% | 146.7 | 120.2 | 129.0 | 140.0 | 150.3 | 137.4 | 145.1 | 151.4 | 168.3 | 2,137.8 | 2,238.7 | 1,656.8 |
| MERCED COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 328.4 | 378.1 | 423.1 | 434.0 | 248.6 | 287.0 | 356.0 | 341.2 | 604.9 | 412.2 | | 459.7 |
| Atwater | 8.0% | 36.2 | 56.7 | 49.7 | 41.1 | 44.6 | 25.1 | 34.4 | 36.5 | 43.9 | 53.3 | 61.9 | 60.2 |
| Gustine | 7.0% | 0.2 | 0.4 | 1.9 | 0.9 | 0.8 | 0.3 | 0.2 | 0.3 | 0.5 | 0.3 | | |
| Livingston | 6.0% | 2.7 | 2.4 | 3.8 | 6.0 | 2.0 | 1.8 | 1.8 | 2.1 | 2.2 | 2.4 | | |
| Los Banos | 10.0% | 68.0 | 62.9 | 97.1 | 102.8 | 101.9 | 96.6 | 113.1 | 122.3 | 147.5 | 121.0 | | |
| Merced | 10.0% | 538.1 | 501.6 | 577.3 | 577.6 | 624.6 | 522.4 | 547.6 | 580.8 | 610.2 | 666.6 | 654.3 | 630.8 |

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| | | Fiscal Year | | | | | | | | | | | |
|-------------------|-------|------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| | | Amounts in \$000 | | | | | | | | | | | |
| | *Rate | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
| MODOC COUNTY | | | | | | | | | | | | | |
| Unincorporated | 4.0% | 9.0 | 8.6 | 7.5 | 8.3 | 10.8 | 9.2 | 10.4 | 11.8 | 15.1 | 19.5 | | |
| Alturas | 10.0% | 77.3 | 81.4 | 94.2 | 96.7 | 108.2 | 97.0 | 91.8 | 102.0 | 104.3 | 107.6 | 135.6 | 134.7 |
| MONO COUNTY | | | | | | | | | | | | | |
| Unincorporated | 9.0% | 683.3 | 778.3 | 734.6 | 789.9 | 804.4 | 839.9 | 1,068.8 | 848.9 | 1,106.7 | 1,087.7 | | |
| Mammoth Lakes | 12.0% | 3,164.6 | 3,323.9 | 2,843.8 | 3,741.0 | 3,760.1 | 4,050.2 | 4,224.7 | 4,457.0 | 4,984.4 | 5,534.1 | 5,994.0 | 4,746.1 |
| MONTEREY COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.5% | 6,865.2 | 7,354.5 | 7,663.3 | 8,085.6 | 9,537.9 | 10,544.3 | 10,435.0 | 11,285.0 | 12,674.9 | 14,278.4 | 13,286.5 | 13,476.8 |
| Carmel-By-The-Sea | 10.0% | 2,656.8 | 2,725.2 | 2,813.3 | 2,765.1 | 3,237.2 | 3,523.3 | 3,550.6 | 3,603.7 | 3,941.8 | 3,911.8 | 3,637.6 | 3,345.3 |
| Gonzales | 10.0% | 4.5 | 3.2 | 3.4 | 3.1 | 3.2 | 6.5 | 3.3 | 3.0 | 3.1 | 2.8 | 2.7 | 2.5 |
| Greenfield | 10.0% | 8.6 | 8.7 | 8.9 | 7.1 | 6.0 | 13.9 | 15.5 | 14.3 | 9.7 | 12.4 | 20.6 | 31.2 |
| King City | 10.0% | 169.7 | 231.0 | 246.7 | 209.7 | 175.3 | 173.7 | 177.0 | 201.6 | 262.6 | 297.7 | 251.2 | 263.1 |
| Marina | 10.0% | 433.4 | 431.7 | 383.0 | 389.4 | 440.2 | 470.3 | 522.5 | 457.4 | 840.7 | 1,055.9 | 967.4 | 1,025.2 |
| Monterey | 12.0% | 8,550.0 | 8,944.8 | 9,097.7 | 9,457.6 | 10,793.5 | 11,816.5 | 12,630.8 | 12,949.7 | 14,345.7 | 14,550.5 | 12,875.0 | 12,531.0 |
| Pacific Grove | 10.0% | 1,732.8 | 1,800.6 | 1,929.1 | 1,992.7 | 2,320.4 | 2,455.4 | 2,531.4 | 2,587.5 | 2,996.4 | 3,028.2 | 2,937.8 | 2,785.5 |
| Salinas | 10.0% | 735.8 | 882.5 | 824.4 | 800.4 | 859.0 | 1,076.4 | 1,141.8 | 1,274.2 | 1,319.8 | 1,558.5 | 1,407.6 | |
| Seaside | 12.0% | 370.4 | 412.3 | 359.8 | 357.6 | 905.5 | 1,444.4 | 1,739.9 | 1,682.5 | 2,043.7 | 2,116.8 | 1,862.2 | 1,801.9 |
| Soledad | 10.0% | 49.2 | 74.1 | 73.3 | 75.4 | 85.6 | 81.5 | 87.5 | 64.6 | 103.3 | 96.8 | 81.5 | 93.7 |
| NAPA COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.5% | 2,783.7 | 2,775.7 | 2,964.4 | 3,899.0 | 3,604.1 | 4,025.3 | 4,393.7 | 4,865.1 | 5,029.4 | 5,743.1 | 4,293.5 | 4,774.4 |
| Calistoga | 12.0% | 849.5 | 905.1 | 1,054.7 | 1,225.2 | 1,348.4 | 1,637.8 | 1,898.5 | 2,124.8 | 2,246.9 | 2,333.3 | 2,375.1 | 2,269.5 |
| Napa | 12.0% | 1,691.1 | 1,763.9 | 2,068.0 | 2,220.8 | 3,031.6 | 2,923.8 | 3,320.5 | 3,584.5 | 4,056.6 | 4,253.0 | 4,242.0 | 4,712.2 |
| St. Helena | 12.0% | 329.9 | 350.3 | 519.3 | 599.1 | 711.9 | 839.4 | 909.9 | 1,021.0 | 1,167.6 | 1,189.9 | 1,080.4 | 1,096.5 |
| Yountville | 10.0% | 551.9 | 551.5 | 563.2 | 605.9 | 702.7 | 825.0 | 948.9 | 1,415.4 | 1,955.9 | 2,117.3 | 1,989.1 | 2,090.0 |
| NEVADA COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 661.8 | 667.9 | 192.4 | 211.3 | 168.0 | 280.2 | 215.7 | 235.0 | 230.0 | 275.0 | | |
| Grass Valley | 10.0% | 87.6 | 111.8 | 109.8 | 109.8 | 114.3 | 119.8 | 122.9 | 129.8 | 126.1 | 144.4 | 131.4 | 153.2 |
| Nevada City | 10.0% | 181.6 | 215.2 | 236.6 | 241.8 | 240.6 | 269.1 | 289.1 | 348.5 | 362.5 | 366.9 | 358.8 | 428.5 |
| Truckee | 10.0% | | 12.0 | 531.6 | 597.8 | 571.3 | 607.6 | 710.8 | 771.8 | 928.5 | 978.6 | 1,030.0 | 1,002.9 |
| ORANGE COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 899.4 | 489.1 | 20.9 | 10.0 | | 281.6 | 147.2 | 296.2 | 158.8 | 337.5 | | |
| Anaheim | 15.0% | 28,745.3 | 32,131.8 | 33,366.4 | 36,512.5 | 44,702.9 | 44,991.9 | 44,766.7 | 45,155.5 | 46,183.0 | 57,779.6 | 57,086.8 | 55,524.1 |

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| | | Fiscal Year | | | | | | | | | | | |
|---------------------|-------|------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | | Amounts in \$000 | | | | | | | | | | | |
| | *Rate | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
| ORANGE COUNTY | | | | | | | | | | | | | |
| Brea | 10.0% | 677.7 | 693.3 | 732.3 | 748.1 | 749.6 | 836.0 | 941.1 | 1,029.8 | 1,124.1 | 1,250.9 | | |
| Buena Park | 12.0% | 2,387.7 | 2,159.2 | 2,350.6 | 2,585.7 | 2,681.1 | 3,044.1 | 2,986.1 | 3,422.9 | 3,384.4 | 3,767.6 | 3,783.5 | 3,612.9 |
| Costa Mesa | 6.0% | 2,361.2 | 2,285.5 | 2,434.8 | 2,640.8 | 2,977.7 | 3,466.9 | 3,846.2 | 4,428.3 | 4,118.0 | 4,856.8 | 3,865.8 | 3,799.7 |
| Cypress | 10.0% | 448.2 | 534.2 | 525.7 | 546.3 | 587.2 | 692.8 | 664.4 | 862.3 | 1,017.0 | 1,101.6 | 1,034.2 | 1,191.4 |
| Dana Point | 10.0% | 3,242.4 | 3,659.6 | 3,645.5 | 4,136.2 | 4,402.2 | 5,038.0 | 5,189.2 | 6,079.0 | 5,944.8 | 6,250.0 | 7,102.8 | 8,109.6 |
| Fountain Valley | 9.0% | 362.3 | 420.9 | 446.3 | 460.9 | 591.7 | 580.5 | 623.6 | 640.9 | 680.4 | 756.0 | | |
| Fullerton | 10.0% | 1,172.5 | 1,142.1 | 1,043.4 | 1,266.8 | 1,246.8 | 1,398.7 | 1,457.2 | 1,464.8 | 1,616.8 | 1,806.0 | 1,533.8 | 1,486.7 |
| Garden Grove | 10.0% | 1,173.9 | 1,341.4 | 1,360.0 | 1,295.7 | 1,481.2 | 1,586.1 | 1,687.5 | 1,453.8 | 1,904.0 | 3,221.9 | 2,925.0 | |
| Huntington Beach | 10.0% | 948.3 | 890.0 | 1,280.5 | 1,039.0 | 1,632.9 | 1,295.1 | 1,305.8 | 1,430.2 | 1,592.8 | 2,431.7 | 2,140.4 | 3,490.5 |
| Irvine | 8.0% | 3,238.0 | 3,377.0 | 3,398.6 | 3,625.6 | 4,198.6 | 4,828.8 | 5,570.1 | 5,730.2 | 6,446.1 | 7,288.0 | 6,009.5 | 6,112.1 |
| La Palma | 7.0% | 98.7 | 78.8 | 93.4 | 99.8 | 130.2 | 148.8 | 185.1 | 193.8 | 187.3 | 214.0 | | |
| Laguna Beach | 10.0% | 1,471.7 | 1,502.3 | 1,869.1 | 2,053.3 | 2,375.2 | 2,644.8 | 2,902.2 | 3,025.1 | 3,385.4 | 3,783.3 | 3,619.1 | 3,694.4 |
| Laguna Hills | 10.0% | 41.9 | 179.8 | 185.0 | 204.3 | 226.5 | 710.9 | 843.0 | 888.1 | 961.7 | 1,041.7 | 840.8 | 962.2 |
| Laguna Niguel | 8.0% | 18.6 | 9.2 | 34.4 | 32.7 | 2.2 | 4.6 | 12.2 | 10.2 | 12.4 | 16.9 | | |
| Lake Forest | 10.0% | 135.9 | 381.1 | 223.8 | 322.8 | 365.1 | 376.6 | 609.8 | 786.7 | 1,001.4 | 1,139.9 | | |
| Los Alamitos | 8.0% | 35.1 | 31.9 | 32.0 | 38.3 | 34.4 | | 31.7 | 41.4 | 46.6 | 72.4 | | |
| Mission Viejo | 8.0% | 79.1 | 94.2 | 119.3 | 122.0 | 136.5 | 157.1 | 166.3 | 186.4 | 237.6 | 431.6 | | |
| Newport Beach | 10.0% | 5,016.5 | 4,790.6 | 5,468.4 | 5,994.0 | 6,322.1 | 6,925.2 | 7,668.3 | 7,498.0 | 8,082.7 | 8,017.2 | 7,666.9 | 8,784.0 |
| Orange | 10.0% | 1,595.4 | 1,490.6 | 1,867.4 | 2,036.2 | 2,202.2 | 2,548.1 | 2,707.8 | 2,734.0 | 2,874.4 | 3,281.6 | 2,755.0 | 2,635.3 |
| Placentia | 10.0% | 419.6 | 317.0 | 368.9 | 450.8 | 442.0 | 524.6 | 469.8 | 478.1 | 512.2 | 572.9 | 528.9 | 499.4 |
| San Clemente | 10.0% | 299.3 | 473.7 | 350.4 | 390.7 | 449.9 | 635.5 | 635.7 | 723.3 | 988.3 | 994.9 | | |
| San Juan Capistrano | 10.0% | 85.6 | 64.3 | 64.7 | 98.5 | 63.0 | 80.3 | 76.0 | 142.1 | 144.3 | 163.0 | | |
| Santa Ana | 9.0% | 2,520.2 | 2,492.8 | 2,596.5 | 2,545.8 | 2,611.7 | 3,094.9 | 3,443.5 | 3,706.5 | 3,864.6 | 4,366.5 | 3,899.3 | |
| Seal Beach | 9.0% | 130.1 | 139.7 | 113.5 | 127.8 | 199.4 | 183.9 | 236.3 | 260.0 | 293.7 | 300.5 | | |
| Stanton | 11.0% | 292.6 | 286.8 | 235.4 | 255.7 | 282.2 | 292.9 | 331.2 | 364.2 | 375.7 | 410.6 | | |
| Tustin | 6.0% | 70.8 | 81.8 | 87.1 | 96.0 | 104.9 | 115.7 | 130.3 | 131.4 | 138.0 | 154.3 | | |
| Westminster | 8.0% | 247.0 | 220.5 | 216.0 | 237.3 | 237.1 | 272.0 | 300.9 | 336.3 | 358.9 | 409.7 | | |
| Yorba Linda | 10.0% | 130.7 | 163.0 | 155.1 | 186.0 | 183.4 | 186.2 | 148.6 | 197.9 | 219.9 | 211.1 | | |
| PLACER COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 3,009.7 | 3,339.4 | 3,675.6 | 4,201.4 | 4,123.8 | 5,105.5 | 6,256.6 | 6,934.9 | 7,348.3 | 7,577.5 | 7,451.1 | 7,033.9 |
| Auburn | 8.0% | 19.0 | 11.7 | 16.3 | 51.3 | 158.8 | 154.2 | 173.1 | 170.3 | 182.0 | 205.9 | | |

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California Transient Occupancy Tax by Jurisdiction

| | *Rate | Fiscal Year | | | | | | | | | | | |
|--------------------|-------|------------------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|
| | | Amounts in \$000 | | | | | | | | | | | |
| | | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
| PLACER COUNTY | | | | | | | | | | | | | |
| Colfax | 8.0% | 6.6 | 7.9 | 8.5 | 8.7 | 11.6 | 4.5 | 9.8 | 8.6 | 9.3 | 10.7 | | |
| Lincoln | 10.0% | | | | | | | | | 8.8 | 55.9 | | |
| Loomis | 8.0% | | | | 12.6 | 14.6 | 13.6 | 16.9 | 16.6 | 14.5 | 18.3 | | |
| Rocklin | 10.0% | 65.1 | 82.6 | 130.5 | 154.5 | 183.9 | 245.4 | 223.4 | 268.8 | 360.6 | 598.3 | 422.8 | 515.6 |
| Roseville | 6.0% | 273.9 | 255.1 | 235.6 | 262.8 | 265.5 | 281.8 | 402.9 | 671.7 | 948.7 | 1,118.3 | 1,086.6 | |
| PLUMAS COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 613.6 | 606.1 | 653.2 | 659.2 | 720.8 | 728.2 | 737.0 | 858.3 | 893.3 | 977.9 | 1,062.3 | 1,042.0 |
| Portola | 9.0% | 7.7 | 9.7 | 6.5 | 7.6 | 9.6 | 11.2 | 9.9 | 13.4 | 13.1 | 14.7 | 14.7 | 15.4 |
| RIVERSIDE COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 955.7 | 872.1 | 942.7 | 1,018.6 | 830.7 | 796.9 | 775.8 | 870.4 | 944.0 | 1,193.8 | | |
| Banning | 10.0% | 58.7 | 61.0 | 56.2 | 72.6 | 103.0 | 119.5 | 91.8 | 137.2 | 150.4 | 192.7 | | |
| Beaumont | 10.0% | 20.5 | 16.8 | 3.7 | 11.0 | 38.2 | 49.0 | 50.6 | 60.6 | 72.6 | 69.7 | | |
| Blythe | 10.0% | 362.8 | 391.3 | 368.7 | 473.2 | 524.0 | 540.3 | 598.0 | 642.8 | 648.0 | 678.4 | | |
| Calimesa | 10.0% | 12.4 | 13.3 | 13.5 | 11.7 | 9.9 | 14.6 | 11.1 | 11.0 | 11.2 | 10.7 | | |
| Canyon Lake | 10.0% | 6.9 | 5.5 | 8.5 | 7.5 | 7.6 | 8.5 | 3.8 | 3.2 | 10.9 | 5.6 | | |
| Cathedral City | 10.0% | 1,158.7 | 1,090.8 | 1,065.6 | 1,098.7 | 788.1 | 853.2 | 1,115.5 | 1,382.2 | 1,363.1 | 1,391.3 | 1,094.7 | 1,472.2 |
| Corona | 10.0% | 327.6 | 304.5 | 279.3 | 331.1 | 349.6 | 383.5 | 468.6 | 527.9 | 717.4 | 816.8 | 846.5 | 855.5 |
| Desert Hot Springs | 10.0% | 469.3 | 382.1 | 447.3 | 492.6 | 535.3 | 533.8 | 597.6 | 691.4 | 731.4 | 817.6 | 849.2 | 774.9 |
| Hemet | 10.0% | 173.1 | 165.9 | 165.3 | 185.0 | 234.4 | 245.1 | 266.6 | 288.0 | 306.7 | 343.2 | | |
| Indian Wells | 9.3% | 1,817.6 | 2,600.4 | 2,777.9 | 3,108.8 | 3,327.6 | 3,541.2 | 3,922.1 | 4,265.8 | 4,432.4 | 4,421.0 | 3,166.1 | 3,639.3 |
| Indio | 10.0% | 572.9 | 512.6 | 543.7 | 611.7 | 639.7 | 702.7 | 693.1 | 826.3 | 914.2 | 964.2 | 995.9 | 1,040.9 |
| La Quinta | 11.0% | 1,786.7 | 2,037.2 | 2,225.3 | 2,533.6 | 2,676.0 | 3,071.8 | 3,236.3 | 3,547.7 | 4,198.0 | 4,249.8 | 3,967.0 | 4,115.9 |
| Lake Elsinore | 10.0% | 51.8 | 61.2 | 81.9 | 82.7 | 77.4 | 80.4 | 87.6 | 103.5 | 106.9 | 117.7 | 115.2 | 124.3 |
| Moreno Valley | 8.0% | 212.1 | 224.1 | 200.8 | 205.9 | 217.5 | 209.1 | 220.6 | 233.5 | 271.8 | 305.2 | 301.2 | 358.5 |
| Norco | 8.0% | 13.1 | 30.1 | 33.5 | 35.9 | 26.4 | 30.6 | 60.2 | 38.2 | 30.9 | 44.4 | | |
| Palm Desert | 9.0% | 4,745.9 | 4,685.8 | 4,949.9 | 4,654.0 | 4,919.3 | 5,458.2 | 6,594.7 | 7,351.9 | 7,834.4 | 7,415.0 | 7,050.1 | 7,435.9 |
| Palm Springs | 12.1% | 7,095.6 | 7,046.9 | 7,226.7 | 7,636.5 | 8,403.1 | 9,092.3 | 9,714.2 | 10,954.2 | 11,861.0 | 11,681.4 | 12,046.1 | 12,420.3 |
| Perris | 10.0% | 8.6 | 11.6 | 9.6 | 51.0 | 43.9 | 65.4 | 80.2 | 63.6 | 65.6 | 80.9 | | |
| Rancho Mirage | 10.0% | 3,044.1 | 3,669.3 | 3,745.5 | 3,986.0 | 4,136.5 | 4,518.0 | 4,917.2 | 4,982.6 | 5,208.6 | 5,442.3 | 4,966.2 | 5,118.7 |
| Riverside | 11.0% | 843.5 | 924.6 | 1,234.1 | 1,294.6 | 1,371.5 | 1,496.3 | 1,858.3 | 2,110.9 | 2,322.4 | 2,396.2 | 2,739.0 | 2,868.5 |
| San Jacinto | 8.0% | 7.2 | 6.5 | 8.3 | 7.3 | 7.4 | 8.6 | 10.1 | 9.1 | 13.6 | 13.8 | | |
| Temecula | 8.0% | 489.2 | 530.1 | 516.6 | 638.9 | 675.4 | 752.7 | 854.0 | 1,012.6 | 1,206.1 | 1,345.5 | 1,424.2 | 1,564.8 |

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California Transient Occupancy Tax by Jurisdiction

| | | Fiscal Year | | | | | | | | | | | |
|------------------------------|-------|------------------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|
| | | Amounts in \$000 | | | | | | | | | | | |
| | *Rate | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
| SACRAMENTO COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 4,275.5 | 3,865.3 | 3,890.8 | 4,603.2 | 4,985.7 | 5,524.5 | 6,100.5 | 6,364.4 | 7,754.8 | 8,624.8 | 8,243.2 | 7,768.6 |
| Citrus Heights | 12.0% | | | | | | | 49.4 | 44.8 | 51.8 | 66.0 | | |
| Folsom | 8.0% | 3.9 | 64.8 | 171.0 | 198.4 | 154.0 | 301.9 | 250.4 | 262.3 | 565.4 | 718.4 | | |
| Galt | 10.0% | 46.3 | 34.0 | 64.7 | 49.7 | 56.7 | 39.5 | 99.8 | 108.2 | 129.6 | 152.1 | | |
| Isleton | | 4.9 | 2.6 | 3.1 | 6.1 | 2.8 | 1.5 | | | | 4.2 | | |
| Sacramento | 12.0% | 8,147.9 | 8,412.0 | 8,628.1 | 9,477.1 | 9,825.7 | 10,441.0 | 12,232.0 | 12,025.0 | 12,887.0 | 15,785.8 | 15,762.5 | 16,199.1 |
| SAN BENITO COUNTY | | | | | | | | | | | | | |
| Unincorporated | 8.0% | 84.0 | 58.1 | 68.5 | 61.2 | 81.0 | 91.0 | 95.6 | 97.0 | 90.4 | 95.7 | 128.2 | 97.2 |
| Hollister | 10.0% | 70.2 | 64.0 | 69.9 | 48.9 | 74.1 | 87.9 | 88.7 | 116.2 | 100.4 | 124.2 | 99.1 | 90.7 |
| San Juan Bautista | 10.0% | 23.5 | 43.1 | 51.7 | 52.5 | 43.7 | 78.3 | 89.6 | 100.5 | 92.9 | 107.5 | 98.5 | 100.4 |
| SAN BERNARDINO COUNTY | | | | | | | | | | | | | |
| Unincorporated | 9.0% | 1,040.9 | 1,275.5 | 1,211.1 | 1,153.2 | 1,251.0 | 1,115.2 | 1,168.8 | 1,153.6 | 1,277.2 | 1,422.7 | | |
| Adelanto | 10.0% | 29.5 | 28.4 | 32.8 | 39.2 | 33.9 | 34.2 | 32.3 | 16.5 | | 26.0 | | |
| Apple Valley | 6.0% | 6.2 | 6.9 | 6.2 | 5.2 | 4.9 | 3.0 | 4.2 | 6.3 | 6.6 | 9.0 | | |
| Barstow | 12.5% | 563.8 | 835.5 | 981.9 | 1,074.2 | 1,096.3 | 1,195.4 | 1,110.2 | 1,285.2 | 1,302.0 | 1,441.1 | 1,268.9 | 1,346.7 |
| Big Bear Lake | 6.0% | 1,052.1 | 937.2 | 1,155.4 | 980.1 | 957.5 | 1,100.1 | 1,335.2 | 1,419.6 | 1,581.7 | 1,859.3 | 1,831.6 | 1,878.2 |
| Chino | 8.0% | 114.8 | 96.8 | 101.6 | 86.7 | 146.9 | 123.6 | 135.7 | 139.2 | 150.2 | 161.7 | 174.1 | 162.7 |
| Colton | 10.0% | 171.7 | 151.6 | 168.8 | 135.5 | 107.5 | 91.5 | 119.0 | 115.9 | 151.3 | 126.5 | | |
| Fontana | 8.0% | 147.4 | 128.3 | 121.8 | 141.9 | 141.6 | 142.3 | 167.8 | 192.4 | 205.8 | 204.9 | | |
| Hesperia | 7.0% | 35.0 | 40.6 | 43.2 | 57.9 | 47.3 | 36.8 | 77.2 | 67.4 | 104.0 | 120.5 | | |
| Highland | 7.0% | 24.8 | 22.2 | 24.6 | 21.1 | 21.4 | 23.1 | 24.1 | 26.2 | 26.5 | 28.1 | | |
| Loma Linda | 10.0% | 0.9 | 5.2 | 4.8 | 2.0 | 2.6 | | 5.9 | 5.7 | 7.5 | 8.4 | | |
| Montclair | 10.0% | 34.8 | 11.4 | 14.9 | 19.9 | 13.6 | 16.9 | 13.6 | 18.7 | 16.0 | 13.4 | | |
| Needles | 10.0% | 391.2 | 351.2 | 316.0 | | | 368.4 | 388.2 | 444.7 | 481.6 | 518.5 | | |
| Ontario | 11.8% | 3,392.4 | 3,315.7 | 3,858.2 | 4,104.1 | 4,387.2 | 5,162.0 | 5,781.7 | 6,684.0 | 7,447.9 | 7,488.4 | 8,180.4 | 8,673.7 |
| Rancho Cucamonga | 12.0% | 4.6 | 57.3 | 103.6 | 126.8 | 120.1 | 169.9 | 166.9 | 153.9 | 212.0 | 217.7 | 229.4 | 347.1 |
| Redlands | 10.0% | 219.6 | 217.3 | 215.2 | 206.6 | 183.8 | 202.3 | 229.8 | 226.6 | 282.5 | 341.3 | | |
| Rialto | 9.0% | 42.1 | 50.3 | 102.5 | 114.4 | 57.6 | 35.9 | 145.5 | 178.2 | 184.3 | 141.2 | | |
| San Bernardino | 10.0% | 1,453.1 | 1,386.9 | 1,373.2 | 1,399.2 | 1,427.0 | 1,733.9 | 1,679.5 | 1,893.0 | 1,954.5 | 2,272.8 | 2,423.1 | 2,540.4 |
| Twentynine Palms | 9.0% | 141.0 | 144.1 | 141.3 | 154.8 | 171.1 | 207.3 | 207.0 | 239.1 | 284.4 | 322.6 | 374.5 | 387.0 |
| Upland | 10.0% | 70.1 | 49.4 | 49.7 | 63.7 | 65.9 | 72.3 | 75.4 | 81.3 | 77.5 | 66.9 | | |

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California Transient Occupancy Tax by Jurisdiction

| | | Fiscal Year | | | | | | | | | | | |
|-----------------------|-------|------------------|----------|----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | Amounts in \$000 | | | | | | | | | | | |
| | *Rate | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
| SAN BERNARDINO COUNTY | | | | | | | | | | | | | |
| Victorville | 7.0% | 367.2 | 400.6 | 406.9 | 447.7 | 435.3 | 479.8 | 483.6 | | 559.2 | 645.1 | 732.5 | 744.0 |
| Yucaipa | 7.0% | | 5.4 | 3.4 | 2.8 | 2.9 | 4.4 | 4.9 | 5.8 | 13.8 | 14.7 | | |
| Yucca Valley | 7.0% | 45.2 | 87.1 | 74.3 | 62.6 | 72.1 | 70.0 | 76.1 | 83.8 | 103.6 | 110.1 | | |
| SAN DIEGO COUNTY | | | | | | | | | | | | | |
| Unincorporated | 9.0% | 1,653.3 | 1,715.5 | 1,678.8 | 2,026.9 | 2,383.3 | 2,232.2 | 2,489.9 | 2,680.0 | 2,739.1 | 2,938.0 | 2,905.1 | 2,967.7 |
| Carlsbad | 10.0% | 3,077.6 | 3,098.8 | 3,153.1 | 3,252.3 | 3,406.9 | 3,879.8 | 5,841.2 | 7,010.2 | 8,287.8 | 9,234.7 | 8,443.1 | 8,302.7 |
| Chula Vista | 10.0% | 1,181.1 | 1,078.9 | 1,041.5 | 1,174.2 | 1,316.3 | 1,445.4 | 1,684.2 | 1,806.8 | 1,990.9 | 2,159.0 | 2,051.3 | 2,024.4 |
| Coronado | 10.0% | 3,500.2 | 3,733.8 | 3,787.4 | 4,292.8 | 5,300.5 | 6,117.4 | 6,913.9 | 7,206.9 | 7,825.4 | 7,903.0 | 7,252.5 | 7,785.2 |
| Del Mar | 10.0% | 709.0 | 725.5 | 689.0 | 739.1 | 864.2 | 1,023.0 | 1,203.5 | 1,333.0 | 1,495.7 | 1,512.7 | 1,342.0 | 1,409.6 |
| El Cajon | 10.0% | 447.4 | 448.3 | 480.3 | 486.5 | 508.6 | 550.9 | 704.2 | 753.3 | 826.1 | 830.1 | 943.5 | 935.0 |
| Encinitas | 10.0% | 339.8 | 303.5 | 354.2 | 347.9 | 485.3 | 541.1 | 627.2 | 853.7 | 972.7 | 1,044.0 | 938.4 | 928.2 |
| Escondido | 10.0% | 404.0 | 478.6 | 480.0 | 489.9 | 503.7 | 522.4 | 626.6 | 843.2 | 955.0 | 1,141.1 | 1,059.0 | 1,119.1 |
| Imperial Beach | 10.0% | 74.1 | 59.4 | 46.5 | 42.7 | 52.9 | 81.9 | 101.8 | 121.2 | 153.0 | 216.9 | 215.6 | 272.9 |
| La Mesa | 10.0% | 371.1 | 390.1 | 369.3 | 365.8 | 401.9 | 457.2 | 547.8 | 642.2 | 642.9 | 901.7 | 733.9 | 743.5 |
| Lemon Grove | 6.0% | 46.7 | 44.1 | 42.7 | 35.4 | 25.8 | 19.3 | 19.0 | 22.8 | 26.1 | 29.5 | 30.6 | 28.3 |
| National City | 10.0% | 529.1 | 566.7 | 587.5 | 577.6 | 517.2 | 566.3 | 717.4 | 847.1 | 871.8 | 1,034.1 | 1,039.2 | 915.8 |
| Oceanside | 10.0% | 522.3 | 667.5 | 567.2 | 525.7 | 631.9 | 694.2 | 840.0 | 989.1 | 1,437.8 | 1,570.0 | 1,562.9 | 1,636.6 |
| Poway | 6.0% | 33.7 | 35.2 | 39.6 | 43.8 | 49.2 | 62.4 | 73.5 | 84.1 | 99.9 | 115.6 | 91.9 | 115.8 |
| San Diego | 10.5% | 44,715.0 | 45,077.4 | 46,126.1 | 56,851.0 | 64,201.9 | 74,042.4 | 84,261.9 | 92,127.4 | 96,615.9 | 108,871.2 | 98,327.3 | 108,200.0 |
| San Marcos | 10.0% | 48.1 | 47.4 | 41.0 | 37.6 | 41.3 | 55.5 | 63.6 | 90.5 | 95.4 | 80.3 | 209.4 | 245.9 |
| Santee | 6.0% | 41.8 | 43.0 | 49.6 | 54.4 | 63.2 | 71.3 | 74.7 | 83.8 | 91.7 | 98.5 | 99.9 | 109.1 |
| Solana Beach | 10.0% | 166.8 | 191.5 | 198.1 | 211.5 | 240.2 | 256.6 | 356.4 | 383.9 | 428.3 | 598.1 | 534.2 | 515.6 |
| Vista | 10.0% | 178.9 | 150.5 | 160.8 | 156.7 | 168.6 | 188.3 | 242.4 | 263.4 | 276.7 | 302.5 | 300.4 | 326.8 |
| SAN FRANCISCO COUNTY | | | | | | | | | | | | | |
| San Francisco | 14.0% | 72,032.4 | 76,244.7 | 86,461.3 | 94,101.6 | 102,960.0 | 137,649.1 | 150,163.0 | 156,313.3 | 177,887.0 | 188,377.2 | 133,336.9 | 130,036.6 |
| SAN JOAQUIN COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 209.6 | 187.5 | 201.2 | 198.1 | 231.6 | 211.0 | 218.9 | 215.1 | 243.7 | 295.0 | 268.5 | 346.7 |
| Escalon | 10.0% | 3.0 | 3.1 | 2.6 | 2.7 | 4.9 | 4.2 | 3.6 | 3.7 | 3.3 | 2.3 | | |
| Lathrop | 9.0% | | | | | | | 99.0 | 139.9 | 172.2 | 220.2 | | |
| Lodi | 6.0% | 200.3 | 236.1 | 246.6 | 248.4 | 277.8 | 249.1 | 277.8 | 305.3 | 318.0 | 390.2 | 438.7 | 399.8 |
| Manteca | 9.0% | 170.0 | 149.6 | 157.3 | 178.6 | 193.8 | 205.0 | 240.6 | 269.1 | 307.2 | 352.6 | 335.5 | 329.9 |

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| | *Rate | Fiscal Year | | | | | | | | | | | |
|-------------------------------|-------|------------------|---------|---------|---------|---------|----------|----------|----------|----------|----------|---------|---------|
| | | Amounts in \$000 | | | | | | | | | | | |
| | | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
| SAN JOAQUIN COUNTY | | | | | | | | | | | | | |
| Ripon | 4.0% | 1.9 | 2.0 | 2.4 | 2.5 | 2.3 | 2.2 | 2.3 | 2.3 | 2.3 | 2.8 | | |
| Stockton | 8.0% | 1,148.6 | 1,106.7 | 1,043.9 | 1,120.8 | 808.9 | 854.3 | 947.0 | 1,385.4 | 1,549.4 | 1,989.3 | 2,005.0 | 2,046.6 |
| Tracy | 10.0% | 217.8 | 192.3 | 211.1 | 265.2 | 181.9 | 140.4 | 225.6 | 351.7 | 557.5 | 719.3 | 656.8 | 672.1 |
| SAN LUIS OBISPO COUNTY | | | | | | | | | | | | | |
| Unincorporated | 9.0% | 1,788.8 | 2,169.5 | 2,294.3 | 2,403.8 | 2,667.2 | 2,879.9 | 2,981.1 | 3,333.2 | 3,617.2 | 4,058.4 | 4,296.4 | 4,495.4 |
| Arroyo Grande | 10.0% | 129.9 | 126.6 | 177.7 | 229.9 | 253.7 | 185.0 | 178.0 | 185.1 | 191.0 | 250.6 | 339.3 | 361.3 |
| Atascadero | 10.0% | 105.6 | 116.9 | 158.5 | 157.9 | 177.4 | 177.4 | 191.0 | 200.0 | 261.7 | 296.2 | 260.5 | 281.0 |
| El Paso De Robles | 10.0% | 277.8 | 357.3 | 403.5 | 455.6 | 481.8 | 527.2 | 583.1 | 629.3 | 759.4 | 1,192.9 | 1,039.8 | 1,123.5 |
| Grover Beach | 10.0% | 28.3 | 35.2 | 39.4 | 46.9 | 61.9 | 112.2 | 127.4 | 136.7 | 143.6 | 140.2 | 165.6 | 158.1 |
| Morro Bay | 10.0% | 927.0 | 880.8 | 876.2 | 985.6 | 1,067.6 | 1,101.9 | 1,198.9 | 1,465.7 | 1,604.5 | 1,771.9 | 1,776.2 | 1,712.3 |
| Pismo Beach | 10.0% | 2,042.2 | 2,656.1 | 2,659.8 | 2,591.1 | 2,917.9 | 2,980.5 | 3,004.2 | 3,061.9 | 3,703.1 | 4,144.3 | 4,291.9 | 4,333.7 |
| San Luis Obispo | 10.0% | 1,938.8 | 2,213.9 | 2,335.3 | 2,462.0 | 2,648.8 | 2,821.4 | 3,002.9 | 3,256.8 | 3,582.0 | 3,915.7 | 3,790.3 | 3,840.8 |
| SAN MATEO COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 1,115.2 | 1,233.1 | 1,263.1 | 1,614.5 | 1,782.6 | 2,064.8 | 1,833.2 | 328.4 | 540.0 | 766.5 | | |
| Belmont | 10.0% | 273.9 | 165.9 | 213.1 | 265.2 | 342.0 | 552.5 | 568.0 | 773.5 | 875.0 | 1,198.3 | 1,030.8 | 900.5 |
| Brisbane | | | | | | | | | | | 549.0 | | |
| Burlingame | 10.0% | 6,070.3 | 6,529.9 | 7,115.5 | 7,627.0 | 8,770.1 | 10,318.3 | 11,752.0 | 11,727.0 | 13,228.7 | 13,836.5 | 7,698.0 | 6,136.0 |
| Daly City | 10.0% | 125.3 | 122.1 | 136.4 | 153.3 | 167.4 | 191.0 | 214.5 | 229.6 | 256.3 | 269.0 | | |
| Foster City | 8.0% | 531.9 | 576.7 | 630.0 | 691.9 | 773.4 | 929.4 | 1,222.4 | 1,500.7 | 1,616.7 | 1,690.0 | | |
| Half Moon Bay | 10.0% | 275.0 | 346.8 | 352.3 | 459.4 | 417.2 | 365.8 | 872.8 | 817.0 | 1,032.3 | 1,605.0 | 2,479.4 | 2,532.3 |
| Menlo Park | 10.0% | 580.9 | 670.1 | 819.8 | 877.4 | 1,009.9 | 1,122.8 | 1,303.0 | 1,378.7 | 1,535.0 | 1,632.6 | 1,165.5 | 973.2 |
| Millbrae | 10.0% | 2,106.6 | 2,168.0 | 2,283.5 | 2,561.8 | 3,029.9 | 3,579.0 | 3,946.9 | 4,092.8 | 4,467.1 | 4,456.3 | 2,734.7 | 2,241.6 |
| Pacifica | 10.0% | 220.0 | 194.8 | 226.0 | 192.1 | 324.8 | 344.3 | 412.6 | 452.4 | 594.9 | 748.3 | 581.4 | 508.5 |
| Redwood City | 8.0% | 1,072.0 | 1,059.3 | 1,046.3 | 1,153.8 | 1,303.4 | 1,492.8 | 1,634.5 | 2,134.4 | 2,464.9 | 2,599.8 | 1,570.7 | 1,484.8 |
| San Bruno | 10.0% | 576.1 | 671.2 | 705.1 | 814.0 | 850.3 | 1,099.4 | 1,058.5 | 1,242.1 | 1,382.7 | 1,595.0 | 986.0 | 848.9 |
| San Carlos | 10.0% | 88.6 | 102.9 | 112.5 | 115.3 | 133.2 | 155.0 | 321.4 | 707.6 | 1,005.0 | 1,188.0 | 612.0 | 463.0 |
| San Mateo | 10.0% | 1,221.2 | 1,229.1 | 1,279.0 | 1,389.7 | 1,634.7 | 1,919.0 | 2,030.9 | 3,079.8 | 4,052.5 | 5,617.0 | 3,500.0 | 2,310.0 |
| So. San Francisco | 10.0% | 3,325.5 | 3,304.4 | 3,381.9 | 3,861.6 | 4,332.5 | 5,008.7 | 5,462.0 | 5,547.9 | 5,404.7 | 6,057.1 | 4,023.7 | 3,852.1 |

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California Transient Occupancy Tax by Jurisdiction

| | | Fiscal Year | | | | | | | | | | | |
|-----------------------------|-------|------------------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|
| | | Amounts in \$000 | | | | | | | | | | | |
| | *Rate | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
| SANTA BARBARA COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 2,881.6 | 3,195.8 | 3,229.2 | 3,402.2 | 3,472.1 | 3,611.9 | 4,159.7 | 4,648.2 | 5,144.6 | 6,503.3 | 6,807.6 | 7,009.1 |
| Buellton | 10.0% | 188.7 | 490.3 | 485.7 | 540.5 | 574.6 | 633.4 | 683.2 | 720.9 | 787.0 | 845.1 | 857.8 | 862.6 |
| Carpinteria | 10.0% | 396.6 | 428.7 | 365.7 | 444.1 | 570.3 | 571.8 | 672.8 | 731.1 | 826.1 | 1,030.6 | 1,005.7 | 1,039.1 |
| Lompoc | 10.0% | 527.1 | 546.1 | 568.2 | 610.7 | 643.2 | 652.5 | 723.7 | 717.4 | 807.7 | 937.2 | 945.2 | 968.2 |
| Santa Barbara | 12.0% | 5,216.4 | 5,534.2 | 5,740.2 | 6,445.4 | 6,662.4 | 7,428.7 | 7,845.6 | 8,685.1 | 9,392.0 | 10,170.7 | 11,805.2 | 11,837.3 |
| Santa Maria | 8.0% | 941.8 | 1,026.9 | 1,032.5 | 1,031.3 | 1,180.0 | 1,298.7 | 1,339.8 | 1,486.9 | 1,611.2 | 1,805.9 | 1,744.7 | 1,784.7 |
| Solvang | 10.0% | 952.7 | 931.2 | 984.2 | 984.1 | 1,253.7 | 1,429.0 | 1,345.3 | 1,339.7 | 1,513.2 | 1,628.0 | 1,628.5 | 1,631.3 |
| SANTA CLARA COUNTY | | | | | | | | | | | | | |
| Unincorporated | 8.0% | 187.4 | 190.5 | 195.3 | 270.9 | 211.6 | 241.8 | 283.8 | 297.8 | 322.1 | 436.1 | | |
| Campbell | 10.0% | 348.0 | 370.8 | 392.7 | 431.9 | 643.6 | 789.1 | 878.1 | 930.5 | 1,224.4 | 1,573.9 | 1,053.9 | 970.0 |
| Cupertino | 10.0% | 642.1 | 662.5 | 700.2 | 736.2 | 812.6 | 922.1 | 1,034.3 | 1,481.2 | 1,851.7 | 2,325.2 | 1,547.0 | 1,679.2 |
| Gilroy | 9.0% | 288.1 | 299.4 | 334.1 | 332.2 | 379.7 | 493.0 | 555.6 | 551.6 | 708.4 | 929.7 | | |
| Los Altos | | 9.7 | 4.5 | 3.6 | 3.5 | 4.3 | 4.1 | 3.3 | 2.8 | 0.2 | | | |
| Los Gatos | 10.0% | 265.5 | 427.5 | 440.0 | 519.9 | 684.3 | 881.9 | 1,012.6 | 1,025.0 | 1,215.7 | 1,286.3 | 788.4 | 713.1 |
| Milpitas | 10.0% | 1,611.6 | 1,598.0 | 1,796.5 | 1,473.2 | 2,496.7 | 2,973.1 | 3,884.1 | 4,760.2 | 6,327.7 | 8,097.6 | 5,734.0 | 4,968.4 |
| Morgan Hill | 10.0% | 154.5 | 179.7 | 205.9 | 364.4 | 460.1 | 600.9 | 675.9 | 756.8 | 1,089.9 | 1,369.2 | 1,110.2 | 932.6 |
| Mountain View | 10.0% | 1,102.0 | 1,129.5 | 1,132.0 | 1,247.3 | 1,500.9 | 1,741.8 | 2,267.0 | 2,565.6 | 3,778.0 | 4,764.4 | 2,873.9 | 2,367.4 |
| Palo Alto | 10.0% | 3,103.9 | 3,109.1 | 3,313.0 | 3,642.5 | 4,279.0 | 5,106.7 | 5,846.3 | 6,550.7 | 8,293.2 | 9,358.9 | 6,614.8 | 6,723.5 |
| San Jose | 10.0% | 7,220.2 | 7,799.4 | 8,834.1 | 9,766.9 | 12,047.3 | 14,536.1 | 17,552.1 | 18,203.3 | 20,681.3 | 25,508.1 | 16,577.5 | 14,785.5 |
| Santa Clara | 9.5% | 4,000.7 | 4,776.2 | 5,225.0 | 5,710.4 | 7,142.9 | 8,415.1 | 10,286.6 | 10,377.6 | 11,456.4 | 14,811.2 | 9,393.4 | 8,223.2 |
| Saratoga | 10.0% | 97.6 | 107.6 | 147.2 | 162.2 | 180.5 | 242.2 | 253.7 | 233.2 | 271.7 | 286.0 | 218.8 | 186.4 |
| Sunnyvale | 10.0% | 3,391.5 | 3,469.1 | 3,483.7 | 3,911.6 | 5,011.1 | 6,092.5 | 7,273.4 | 7,566.3 | 6,993.1 | 10,699.7 | 6,263.3 | 4,093.1 |
| SANTA CRUZ COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 1,514.5 | 1,866.2 | 2,071.3 | 2,113.3 | 2,362.2 | 2,709.0 | 3,117.5 | 3,305.5 | 3,841.1 | 3,889.3 | 3,069.2 | 3,174.9 |
| Capitola | 10.0% | 186.5 | 216.1 | 232.1 | 241.0 | 262.3 | 260.1 | 286.4 | 300.8 | 359.2 | 362.2 | 470.1 | 492.5 |
| Santa Cruz | 10.0% | 1,779.0 | 2,392.1 | 2,176.5 | 2,227.8 | 2,570.6 | 2,711.0 | 2,716.4 | 3,174.7 | 3,541.4 | 3,900.9 | 3,137.5 | 2,932.3 |
| Scotts Valley | 10.0% | 88.3 | 89.8 | 89.2 | 91.0 | 98.1 | 98.2 | 101.1 | 105.3 | 392.1 | 581.4 | | |
| Watsonville | 10.0% | 200.4 | 279.0 | 212.0 | 223.7 | 223.8 | 272.7 | 281.4 | 381.6 | 465.4 | 562.6 | 575.2 | 539.9 |

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California Transient Occupancy Tax by Jurisdiction

| | *Rate | Fiscal Year | | | | | | | | | | | |
|------------------------|-------|------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | | Amounts in \$000 | | | | | | | | | | | |
| | | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
| SHASTA COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 208.5 | 234.3 | 269.2 | 369.6 | 366.1 | 399.9 | 294.1 | 409.9 | 701.8 | 514.5 | 538.7 | 618.9 |
| Anderson | 10.0% | 72.6 | 76.9 | 90.1 | 100.9 | 97.8 | 126.1 | 150.1 | 120.3 | 169.6 | 175.4 | 187.0 | 178.4 |
| Redding | 10.0% | 2,291.0 | 2,208.5 | 2,161.0 | 2,190.4 | 2,110.7 | 2,217.7 | 2,193.1 | 2,413.8 | 2,631.8 | 2,650.0 | 2,981.0 | 3,239.7 |
| Shasta Lake | 10.0% | | | 4.6 | 9.6 | 8.2 | 9.4 | 9.2 | 8.4 | 6.4 | 11.2 | 8.9 | 10.3 |
| SIERRA COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 59.2 | 83.8 | 137.0 | 146.3 | 160.2 | 166.2 | 189.0 | 182.9 | 223.8 | 240.4 | 252.3 | 239.4 |
| Loyalton | | 3.8 | 3.3 | 3.5 | 3.2 | 0.0 | | | | | | | |
| SISKIYOU COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 149.2 | 158.3 | 182.5 | 227.5 | 252.6 | 269.6 | 289.4 | 311.3 | 335.6 | 376.0 | 404.3 | 512.5 |
| Dorris | 5.0% | 3.5 | 3.6 | 3.6 | 4.0 | 5.0 | 3.9 | 3.9 | 4.8 | 3.9 | 4.2 | | |
| Dunsmuir | 10.0% | 45.1 | 38.9 | 32.2 | 44.6 | 44.5 | 50.5 | 57.4 | 58.3 | 53.0 | 52.4 | | |
| Etna | 6.0% | | 0.1 | 0.3 | 0.2 | 0.4 | 1.1 | 2.3 | 3.3 | | 7.3 | | |
| Mt. Shasta | 10.0% | 198.3 | 208.9 | 254.9 | 200.4 | 249.0 | 256.7 | 291.2 | 306.6 | 331.9 | 367.2 | | 354.4 |
| Weed | 10.0% | 153.8 | 144.8 | 141.6 | 175.3 | 194.8 | 206.1 | 230.2 | 245.7 | 247.6 | 276.1 | | 254.1 |
| Yreka | 8.0% | 345.6 | 332.6 | 324.5 | 313.6 | 290.7 | 308.0 | 287.3 | 308.9 | 349.8 | 388.7 | 393.6 | 407.4 |
| SOLANO COUNTY | | | | | | | | | | | | | |
| Unincorporated | | 0.1 | | | | | | | | | | | |
| Benecia | 9.0% | 69.5 | 75.7 | 112.6 | 130.8 | 127.7 | 138.1 | 108.2 | 125.9 | 156.0 | 178.3 | | |
| Dixon | 9.0% | 1.4 | 17.3 | 44.8 | 61.5 | 67.2 | 71.5 | 73.5 | 122.4 | 135.5 | 199.0 | | |
| Fairfield | 10.0% | 678.7 | 696.8 | 655.9 | 683.7 | 816.0 | 787.4 | 814.3 | 802.6 | 1,203.7 | 1,335.7 | 1,282.3 | 507.7 |
| Rio Vista | 8.0% | 10.1 | 6.9 | 3.1 | 14.9 | 13.6 | 17.7 | 12.3 | 15.7 | 20.1 | 25.7 | | |
| Vacaville | 8.0% | 180.5 | 224.7 | 288.2 | 245.9 | 178.3 | 364.1 | 587.8 | 637.7 | 458.9 | 609.1 | 688.7 | 941.3 |
| Vallejo | 11.0% | 962.3 | 946.8 | 951.2 | 969.5 | 945.5 | 1,083.6 | 1,150.7 | 1,449.1 | 1,812.8 | 1,920.4 | 1,507.7 | 1,823.8 |
| SONOMA COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 2,422.1 | 2,463.4 | 2,826.9 | 3,025.9 | 3,279.4 | 3,640.7 | 4,149.8 | 4,475.6 | 4,698.0 | 5,678.5 | 5,485.9 | 5,421.4 |
| Cloverdale | 10.0% | 68.8 | 17.0 | 34.0 | 26.4 | 18.1 | 28.6 | 25.9 | 33.4 | 28.9 | 28.2 | | |
| Healdsburg | 10.0% | 168.2 | 218.2 | 239.0 | 269.9 | 299.7 | 357.7 | 322.1 | 459.3 | 459.6 | 542.1 | 665.2 | 703.4 |
| Petaluma | 10.0% | 459.3 | 465.3 | 500.7 | 528.3 | 583.6 | 604.3 | 662.6 | 714.3 | 784.2 | 868.3 | 763.4 | 881.1 |
| Rohnert Park | 11.0% | 800.9 | 859.1 | 892.9 | 909.8 | 983.5 | 999.9 | 1,132.2 | 1,200.8 | 1,300.2 | 1,582.5 | 1,339.2 | |
| Santa Rosa | 9.0% | 1,472.5 | 1,530.0 | 1,552.2 | 1,686.6 | 1,871.5 | 2,019.7 | 2,355.8 | 2,555.7 | 2,900.7 | 3,375.2 | 2,990.9 | 3,094.5 |
| Sebastopol | 6.0% | | | | | | | | 67.6 | 119.3 | 187.8 | | |

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| | | Fiscal Year | | | | | | | | | | | |
|--------------------------|-------|------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | | Amounts in \$000 | | | | | | | | | | | |
| | *Rate | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
| SONOMA COUNTY | | | | | | | | | | | | | |
| Sonoma | 10.0% | 255.6 | 287.6 | 346.8 | 362.1 | 456.1 | 475.5 | 537.4 | 686.6 | 868.2 | 1,217.1 | | |
| Windsor | | | 2.6 | 2.0 | | | | | | | | | |
| STANISLAUS COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 190.9 | 190.8 | 194.9 | 191.1 | 191.9 | 129.6 | 147.8 | 168.3 | 325.3 | 469.6 | 469.5 | 573.6 |
| Ceres | | 13.7 | 21.4 | 13.5 | 19.0 | 14.0 | 15.0 | 21.0 | 26.2 | 30.9 | | | |
| Modesto | 9.0% | 1,002.1 | 1,390.1 | 1,449.1 | 1,619.7 | 1,610.4 | 1,608.1 | 1,600.2 | 1,821.4 | 1,838.0 | 2,148.4 | 2,119.8 | 1,993.9 |
| Oakdale | 7.0% | 81.6 | 83.0 | 82.9 | 79.4 | 93.7 | 95.7 | 119.5 | 129.6 | 157.6 | 159.4 | | |
| Turlock | 9.0% | 120.1 | 167.4 | 207.6 | 166.4 | 187.6 | 226.7 | 220.8 | 177.0 | 312.6 | 282.4 | | |
| SUTTER COUNTY | | | | | | | | | | | | | |
| Yuba City | 10.0% | 195.6 | 208.5 | 201.2 | 205.6 | 199.7 | 211.4 | 190.7 | 237.5 | 240.4 | 374.2 | 421.8 | 531.3 |
| TEHAMA COUNTY | | | | | | | | | | | | | |
| Unincorporated | 8.0% | 11.8 | 9.6 | 8.9 | 9.1 | 12.0 | 14.9 | 25.0 | 28.3 | 35.1 | 33.4 | | |
| Corning | 10.0% | 81.5 | 122.8 | 142.7 | 155.7 | 181.9 | 176.4 | 184.8 | 196.9 | 196.8 | 190.5 | 224.5 | 250.3 |
| Red Bluff | 10.0% | 262.9 | 306.4 | 311.4 | 340.4 | 343.1 | 325.7 | 328.3 | 371.9 | 397.5 | 403.7 | 459.9 | 458.1 |
| TRINITY COUNTY | | | | | | | | | | | | | |
| Unincorporated | 5.0% | 176.2 | 182.1 | 198.4 | 205.5 | 212.1 | 141.4 | 147.2 | 139.2 | 156.1 | 154.5 | 135.9 | 146.4 |
| TULARE COUNTY | | | | | | | | | | | | | |
| Unincorporated | 10.0% | 531.5 | 554.6 | 568.5 | 513.8 | 513.5 | 503.1 | 586.3 | 598.5 | 681.9 | 737.6 | 831.3 | 850.5 |
| Dinuba | 10.0% | 2.0 | 1.8 | 1.2 | 2.7 | 23.4 | 36.2 | 42.7 | 49.3 | 46.7 | 54.4 | | |
| Exeter | 4.0% | 1.3 | 1.4 | 1.7 | 2.2 | 4.3 | 4.9 | 5.4 | 6.2 | 21.5 | 18.3 | | |
| Lindsay | 8.0% | 38.5 | 40.5 | 33.0 | 28.8 | 30.7 | 25.6 | 27.5 | 35.5 | 30.8 | 31.5 | | |
| Porterville | 8.0% | 82.1 | 158.2 | 165.8 | 165.9 | 163.7 | 154.0 | 167.9 | 167.7 | 174.6 | 187.9 | | |
| Tulare | 10.0% | 219.7 | 207.8 | 217.4 | 296.0 | 282.4 | 238.6 | 491.6 | 363.7 | 722.0 | 565.2 | 563.7 | 562.4 |
| Visalia | 10.0% | 757.6 | 806.0 | 970.5 | 1,058.6 | 1,084.8 | 1,166.5 | 1,147.0 | 1,189.9 | 1,218.3 | 1,222.6 | 1,341.4 | 1,371.7 |
| TUOLUMNE COUNTY | | | | | | | | | | | | | |
| Unincorporated | 8.0% | 626.5 | 646.9 | 693.4 | 703.1 | 695.4 | 744.5 | 842.4 | 880.8 | 894.2 | 955.6 | 953.2 | 1,178.5 |
| Sonora | 8.0% | 151.3 | 167.1 | 179.9 | 160.7 | 162.8 | 157.2 | 178.9 | 180.0 | 187.7 | 194.1 | | |

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| | | Fiscal Year | | | | | | | | | | | |
|-----------------------|-------|------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | | Amounts in \$000 | | | | | | | | | | | |
| | *Rate | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
| VENTURA COUNTY | | | | | | | | | | | | | |
| Unincorporated | 8.0% | 55.3 | 58.1 | 59.3 | 65.8 | 69.3 | 69.3 | 88.5 | 103.1 | 119.5 | 133.4 | | |
| Camarillo | 9.0% | 544.6 | 557.3 | 612.1 | 778.0 | 739.4 | 766.6 | 813.6 | 843.9 | 974.0 | 1,154.9 | 1,253.1 | 1,158.8 |
| Fillmore | 10.0% | 34.8 | 34.9 | 42.2 | 33.9 | 37.1 | 35.4 | 45.6 | 41.8 | 48.7 | 52.9 | | |
| Ojai | 10.0% | 912.2 | 684.8 | 700.2 | 911.3 | 929.6 | 963.9 | 1,081.4 | 1,324.4 | 1,528.2 | 1,723.0 | 1,669.8 | 1,847.5 |
| Oxnard | 10.0% | 1,309.8 | 1,208.9 | 1,462.7 | 1,348.2 | 1,445.4 | 1,626.7 | 1,763.0 | 1,907.7 | 1,876.5 | 2,328.2 | 2,321.8 | 2,247.8 |
| Port Hueneme | 10.0% | 199.8 | 183.3 | 176.8 | 179.0 | 201.5 | 209.0 | 218.9 | 234.7 | 237.3 | 264.4 | | |
| San Buenaventura | 10.0% | 2,366.2 | 1,762.9 | 1,758.0 | 1,849.5 | 1,997.7 | 2,256.7 | 2,310.4 | 2,508.3 | 2,436.7 | 2,896.9 | 3,017.5 | 2,835.6 |
| Santa Paula | 10.0% | 54.2 | 48.2 | 48.4 | 49.5 | 61.6 | 58.4 | 65.5 | 45.7 | 70.9 | 75.3 | 92.0 | 98.8 |
| Simi Valley | 10.0% | 400.9 | 408.1 | 433.8 | 494.3 | 562.7 | 593.7 | 698.1 | 785.2 | 907.2 | 885.1 | | |
| Thousand Oaks | 10.0% | 1,193.5 | 1,108.5 | 1,238.6 | 1,206.7 | 1,272.6 | 1,405.4 | 1,530.5 | 1,721.5 | 1,983.2 | 2,202.7 | 2,200.0 | 1,900.0 |
| YOLO COUNTY | | | | | | | | | | | | | |
| Unincorporated | 8.0% | 71.8 | 83.8 | 74.2 | 74.1 | 74.3 | 71.3 | 78.7 | 82.0 | 79.9 | 81.5 | | |
| Davis | 10.0% | 347.0 | 324.3 | 385.6 | 347.1 | 396.5 | 395.6 | 458.1 | 595.0 | 704.5 | 1,148.6 | 881.6 | 909.0 |
| West Sacramento | 8.0% | 429.1 | 404.9 | 349.5 | 349.5 | 352.1 | 344.0 | 388.6 | 454.7 | 470.9 | 521.5 | 535.1 | 546.7 |
| Woodland | 10.0% | 184.6 | 331.2 | 344.0 | 363.4 | 360.3 | 410.5 | 445.8 | 468.9 | 431.1 | 471.6 | | 579.3 |
| YUBA COUNTY | | | | | | | | | | | | | |
| Unincorporated | | 43.4 | 42.9 | 38.5 | 31.0 | 36.2 | 30.7 | 29.7 | 16.6 | | | | |
| Marysville | 10.0% | 48.8 | 57.9 | 59.9 | 56.4 | 55.6 | 57.5 | 42.1 | 61.1 | 48.3 | 64.3 | 58.2 | |

This information has been provided to Dean Runyan Associates by the California State Controller's Office, various taxing jurisdictions and visitor associations. The tax year usually corresponds to a fiscal year ending June 30. Periodic updates of this report can be found at www.deanrunyan.com.

*Current Rate corresponds to the rate in effect at the end of the last reported fiscal year. Many tax rates have changed over the reported time period.

APPENDICES

APPENDIX A. REGIONAL TRAVEL IMPACT MODEL (RTIM) METHODOLOGY

APPENDIX B. DEFINITION OF TERMS

APPENDIX C. TRAVEL INDUSTRY BUSINESS CLASSIFICATIONS

REGIONAL TRAVEL IMPACT MODEL (RTIM) METHODOLOGY

TRAVEL IMPACT ESTIMATION PROCEDURES

TRAVEL SPENDING

Hotel, Motel, B&B. Spending on commercial accommodations by hotel and motel guests is estimated from Transient Occupancy Tax (TOT) collections at the city/county jurisdictional level. Spending by hotel and motel guests in other business categories, such as food and transportation, is estimated using spending distributions reported in the visitor survey data. The spending distribution shows how travelers divide their spending between lodging and other purchases.

Private Campground. Spending by campers using commercial campgrounds is estimated from the number of commercial campsites, the average occupancy of these campsites reported by the California Travel Parks Association, and the average daily expenditures of visitor camp parties reported in survey data. Spending in other business categories is estimated in the same way as for hotel guests.

Public Campground. Spending by campers using public campgrounds is estimated from visitor counts at national and state parks, national forests, and state and federally managed recreation areas, and then multiplying the visitation by daily

spending estimates from the visitor survey.

Private Home. Spending by private home guests is determined from visitor survey data estimating the number of visitors staying as guests of friends and relatives, and applying these rates to the household population base in individual counties.

Vacation Home. Estimated spending by vacation home renters and owners is based on a ratio derived between the number of visitors staying in commercial accommodations and those staying in vacation homes and the relative expenditure levels for each type of visitor. The state total is then distributed among the counties using housing data from the U.S. Bureau of the Census.

Day Travel. The share of day visits as a percentage of total travel is estimated from visitor survey data and applied to average daily spending estimates to produce day visitor spending.

Note: All visitor survey data referenced in this study was provided by D.K. Shifflet & Associates, with the exception of data pertaining to camping. This information was obtained from a study of campers in California conducted by Dean Runyan Associates.

Air Transportation. A payroll-to-receipts ratio for the airline industry is estimated from Air Transport Association (ATA) and U.S. Department of Labor data. This ratio is applied to air transportation payroll data to obtain air transportation revenue. Additional data from ATA is used to estimate U.S. passenger revenue as a share of total U.S. commercial airline operating revenue and applied to the California air transportation receipts to estimate air passenger receipts only; impacts of air cargo operations are excluded.

Travel Arrangement Services. This category consists of travel agents, tour operators, reservation services, and convention and visitor bureaus. All estimates are based on employment data provided by the Bureau of Labor Statistics and the Bureau of Economic Analysis. Sales (not shown separately) reflect the commissions and fees earned, not the full cost of the item purchased (e.g., airline ticket).

RELATED TRAVEL IMPACTS

Total Earnings generated directly from traveler expenditures are estimated from the payroll-to-receipts ratio obtained from the 1997 Economic Census for the State of California, and earnings estimates from the Bureau of Economic Analysis.

Employment in each business category is calculated from payroll data from the Bureau of Labor Statistics, and total employment and

earnings estimates from the Bureau of Economic Analysis.

Local Taxes consist of local room taxes, or transient lodging taxes, and local sales and use taxes applicable to traveler purchases

State Taxes consist of state sales taxes applied to traveler spending on accommodations, retail shopping, restaurant meals, motor fuel, and automobile rentals plus the state fuel tax levied on motor fuel purchases. Personal and corporate income taxes are also included.

DEFINITION OF TERMS

Accommodation: Spending for lodging by hotel and motel guests, campers, and vacation home users.

Air Transportation: Air passenger spending attributable to travelers in and to California. The spending total includes air travel spending made outside California for travel to California, purchases by California residents who travel outside the state, and air travel within the state.

Campers: Travelers staying at RV parks and commercial campgrounds or at public campgrounds such as those in State or National Parks.

Day Visitor: A traveler whose trip does not include an overnight stay and who travels out of his/her local area (50+ miles one way).

Destination Spending: Spending by travelers at or near their destinations. This excludes spending on air transportation and for travel arrangement. All automobile operating expenses are included in the ground transportation component of destination spending.

Earnings: Total earnings include wage and salary disbursements, other earned benefits, and proprietor income. Only the earnings attributable to travel expenditures are included.

Eating, Drinking: Businesses serving food and beverages for immediate consumption. In addition to table service restaurants, this category includes fast-food outlets and refreshment stands.

Employment: Industry employment (jobs) associated with the travel-generated payroll and proprietors. This includes both full- and part-time positions.

Expenditures: Purchases by travelers during their trip, including lodging taxes and other applicable local and state taxes paid by the traveler at the point of sale.

Food Stores: Grocery stores, supermarkets, fruit stands, retail bakeries, and other businesses selling food for consumption off the premises.

Ground Transport: Spending on car rentals, gasoline, and other vehicle operating expenses and on local transportation such as taxi, bus, and train.

Hotel and Motel Guests: Travelers staying in hotels, motels, resorts, bed & breakfast establishments, condominiums, and other lodging places where the transient lodging tax is collected.

Local Tax Receipts: Tax revenue collected by counties and municipalities, as levied on applicable travel-related businesses (includes the transient lodging and local sales taxes).

Private Home Guests: Travelers staying as guests with friends or relatives.

Receipts: Travel expenditures less the sales and excise taxes imposed on those expenditures (also referred to as business receipts).

Recreation: Spending on amusement and recreation, such as admissions to tourist attractions.

Retail Sales: Spending for gifts, souvenirs, and other items (excludes spending listed separately, such as food stores or recreation).

Spending Distributions: Information from visitor surveys showing how spending by each type of visitor is divided between various business categories.

State Tax Receipts: State sales taxes, business and occupation taxes, motor fuel taxes, and car rental taxes attributable to travel expenditures.

Transient Occupancy Tax: A local tax charged on lodging (also referred to as room tax, transient lodging tax, hotel tax, or bed tax).

Travel: A day or overnight trip that is not of a local or commuting nature. Travel may be for business or pleasure purposes.

Travel Arrangement: Spending for fees paid to travel agents and tour operators.

Traveler: A person traveling in California state. A traveler may be a California resident or a resident of another state. The terms traveler and visitor have the same meaning in this report.

Vacation Home User: Travelers using their own vacation home or timeshare and those renting a vacation home or privately owned cabin where transient occupancy tax is not collected.

TRAVEL IMPACT INDUSTRIES MATCHED TO 1997 NAICS

| TRAVEL IMPACT INDUSTRY | NAICS INDUSTRIES* (code) |
|----------------------------------|---|
| Accommodation & Food Services | Accommodation (721) Food Services and Drinking Places (722) Residential Property Managers (531311) |
| Arts, Entertainment & Recreation | Performing Arts, Spectator Sports (711) Museums, Hist. Sites, Nature Parks (712) Amusement, Gambling, Golf, Ski (713) Scenic and Sightseeing Transportation (487) Miscellaneous Industries (see note**) |
| Retail | Food & Beverage Stores (445) Gasoline Stations (447) Clothing and Clothing Accessories Stores (448) Sporting Goods, Hobby, Book, and Music Stores (451) General Merchandise Stores (452) Miscellaneous Store Retailers (453) |
| Ground Transportation | Interurban and rural bus transportation (4852) Taxi and Limousine Service (4853) Charter Bus Industry (4855) Passenger Car Rental (532111) Parking Lots and Garages (812930) |
| Air Transportation | Scheduled Air Passenger Transportation (481111) Support Activities for Air Transportation (4881) |
| Travel Arrangement Services | Travel Arrangement and Reservation Services (5615) |

Notes: *Government enterprises (e.g., park systems) are included in this classification.

**Includes parts of industries in other sectors (e.g., accommodation, charter bus).

A more detailed description of these industries can be found at <http://www.ntis.gov/naics>.